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MONTHLY BULLETIN



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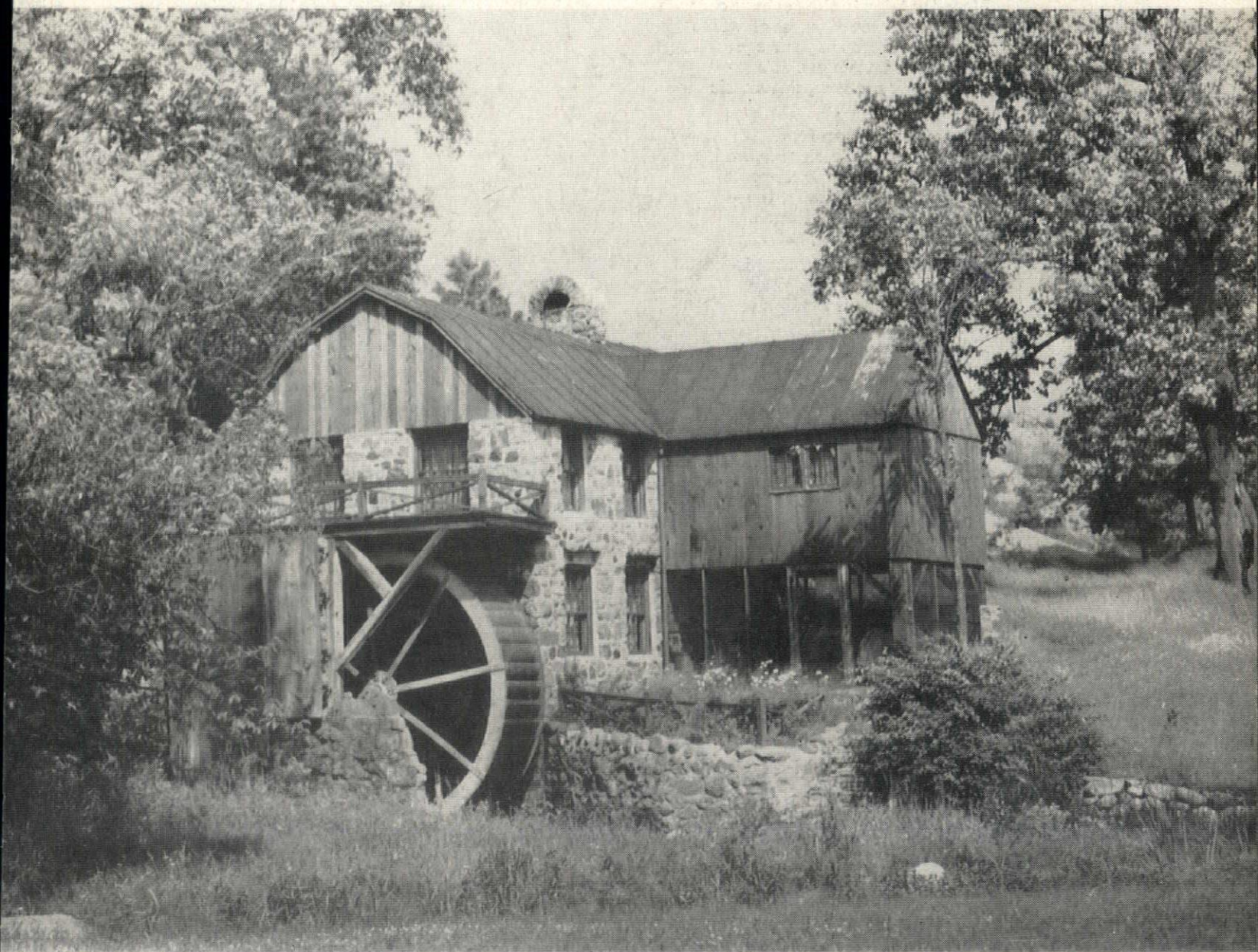
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Number 2

THE OLD MILL, LIVINGSTON COUNTY, MICHIGAN



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MONTHLY BULLETIN

MICHIGAN SOCIETY OF ARCHITECTS

120 Madison Avenue Detroit 26, Michigan
(Formerly Weekly Bulletin)

Owned by Monthly Bulletin, Inc., a subsidiary of the Michigan Society of Architects, a Michigan non-profit corporation. Founded (1926), edited and published by Talmage C. Hughes, F.A.I.A., Executive Secretary of the Michigan Society of Architects and of the Detroit Chapter, The American Institute of Architects, under the direction of Monthly Bulletin, Inc.; James A. Spence, President; Adrian N. Langius, Vice-President; Carl J. Rudine, Secretary-Treasurer. Talmage C. Hughes, Resident Agent, 120 Madison Ave., Detroit 26, Michigan.

Other Society Committees:

Executive—Leo M. Bauer, Chairman; Ralph W. Hammett, Charles B. McGrew, James A. Spence.
Administrative—James A. Spence, Chairman; Sol King, Louis C. Kingscott, Ralph W. Knuth, Carl J. Rudine.

Education and Research—Ralph W. Hammett, Chairman; John O. Blair, Sol King, Carl J. Rudine.

Public and Professional Relations—Charles B. McGrew, Chairman; Adrian N. Langius, Linn C. Smith, Peter Vander Laan.

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Finance—Sol King, Chairman; Talmage C. Hughes, Ralph W. Knuth, Peter Vander Laan.

Publicity—Talmage C. Hughes, Chairman; John O. Blair, Adrian N. Langius.

38th Annual Convention, Hotel Statler, Detroit, March 5-8, 1952—Linn C. Smith, Chairman; Suren Pilafian, Program & Speakers; Stewart Kissinger, Building Exhibits; Sol King, Publicity; Louis G. Redstone, Architectural Exhibits; Paul B. Brysselbout, Brochure; Edward G. Rosella, Registration & Reception; Elmer J. Manson, Attendance; Charles A. Bryon, Entertainment; James B. Morrison, Arrangements; Berenice Ditchy, Ladies.

1952 Midsummer Conference, Grand Hotel, Mackinac Island, July 31-Aug. 2 & 3, 1952—Ralph W. Knuth, Chairman; Louis C. Kingscott, James A. Spence.

APELSCOR—Charles B. McGrew, Chairman; Linn C. Smith, Alternates; John O. Blair, Carl B. Marr.

Monthly Bulletin is also the official publication of the Detroit Chapter of The American Institute of Architects: Eero Saarinen, President; Amedeo Leone, Vice-President; Raymond C. Perkins, Secretary; Paul B. Brown, Treasurer; Suren Pilafian, L. Robert Blakeslee, Louis Rossetti, David H. Williams, Jr., Directors; Talmage C. Hughes, Executive Secretary.

Official Publication—SAGINAW VALLEY CHAPTER, A.I.A.: James A. Spence, President; Paul A. Brysselbout, Vice-President; Willard E. Fraser, Secretary; George S. Hawes, Treasurer; Ralph W. Knuth, Director.

Official Publication — WESTERN MICHIGAN CHAPTER, A.I.A.: Elmer J. Manson, President; Charles A. O'Bryon, Vice-President; Richard G. Snyder, Secretary-Treasurer; James K. Haveman and Christian Steketee, Directors. Charles V. Opydyke, Correspondent.

Theodore G. Seemeyer, Jr., Advertising Director, 120 Madison Avenue, Detroit 26, Michigan. Telephone Woodward 5-3680.

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This Month

Chicago's Marshall Field's is this year celebrating its one hundredth anniversary. From far and near came many illustrious people, former employees, who have made good in the Field's manner.

One was Dorothy Lamour, who ran

Society's Board Met in Lansing

The board of directors of the Michigan Society of Architects met at the City Club in Lansing on the afternoon and evening of January 17.

This was the first meeting of the new board, which took office in December.

On the agenda was the appointment of committees to serve during 1952, and the furtherance of the house competition sponsored by the Society on behalf of Howard T. Keating, of Birmingham, Mich. in which prizes of \$1400 are offered.

Competition Chairman, Ralph W. Hammett, announced that 51 Michigan architects had signified their intention of entering the competition. He also announced that the jury will be composed of Messrs. Clair W. Ditchy, John N. Richards, Alden B. Dow, Jean Hebrard and Thomas H. Creighton. They are to meet and judge the designs on February 23, 1952.

Designs will be exhibited at the Society's convention at Hotel Statler in Detroit March 5-8, 1952, and prizes will be awarded at the Banquet concluding the convention.

Also on the agenda was the disposition of \$5000 in funds made available for an architectural scholarship by C. Allen Harlan, of Harlan Electric Company, of Detroit, to be expended in 1952.

Harlan, a leader in the building industry in Detroit, who operates nationally, is desirous of providing for the continuing education of worthy architectural students who might not otherwise be able to complete their education. Details of the scholarship fund is left entirely to the Michigan Society of Architects.

The Society Board has authorized its Committee on Education and Research to work out the details of the award.

New officers of The Monthly Bulletin,

an elevator and who, in fact, says she is ready to go back in a pinch.



According to Saturday Review of Literature: "I learned a lot about pinching while running that elevator. Field's is famous as a family store — but a lot of the men who rode my car had forgotten to bring their families with them."

The Bulletin can't claim quite as many years, but we are getting there. Some day we shall call back our alumni and see what happens.

Inc., are James A. Spence, President; Adrian N. Langius, Vice-President, and Carl J. Rudine, Secretary-Treasurer.

Ralph W. Knuth and Sol King were named as an auditing committee to review the annual report of the Treasurer, John O. Blair.

Reports were heard from the Society's two special representatives, and the Board approved the final draft of the proposed amendments to the Registration Act.

The next meeting of the Board will be at the Detroit Athletic Club on Wednesday, February 13.

Ralph W. Hammett, professional advisor for the Howard T. Keating House Competition, sponsored by the Michigan Society of Architects, announces that 51 architects have signified their intentions of entering designs.

Those registered to date are:

H. J. Abrams, Mrs. Dora Adams, R. J. Aitken & E. Kainlauri, H. E. Bankes, P. B. Brown, D. S. Budzynski, J. C. Burns, J. W. Conn, J. F. Dworski, H. H. Ehler, Frantz & Spence & Peter Frantz, F. W. Fuger, F. E. Griffin, C. D. Hannan, H. J. Harman, E. N. Hewitt, J. B. Hughes, I. C. Ironside, M. Jackson, H. Johe, A. S. Kolm, R. H. Lee, D. D. Loree, O'Dell, Hewlett & Luckenbach with Kiyoshi Mano and Stephen Page, E. J. Manson, C. B. Marr, D. D. Lorenz with D. D. Martin, L. J. Maytch, C. B. McGrew, S. A. Nurmi, C. V. Opydyke, Anna Peters, G. L. Peterson, K. R. Plank with W. H. Kane, E. E. Primeau, R. L. Pullen, R. J. Radford, W. R. Ralston, J. L. Rush, J. F. Smith, G. A. Sheill with H. Binder, V. H. Sidnam, L. Snyder, W. A. Stone, M. Sumner, H. Taylor, C. M. Valentine, H. W. Van Dongen, N. E. Warren, M. E. Wright.

LEO M. BAUER, president of the Michigan Society of Architects, announces the appointment of Society Board committees to serve during 1952, as follows, first-named being chairman.

Executive committee: Bauer, James A. Spence, Charles B. McGrew, Ralph W. Hammett.

Administrative: Spence, Louis C. Kingscott, Ralph W. Knuth, Carl J. Rudine, Sol King.

Education and Research: Hammett, John O. Blair, King, Rudine.

Public and Professional Relations: McGrew, Adrian N. Langius, Peter Vander Laan, Linn C. Smith.

Legislation: McGrew, Smith, Roger Allen, Langius, Kenneth C. Black, Spence, Donald A. Kimball.

Finance: King, Talmage C. Hughes, Vander Laan, Knuth.

Publicity: Hughes, Blair, Langius.

Thirty-eighth Convention: Smith.

Midsummer Conference: Knuth, Kingscott, Spence.

APELSCOR: McGrew, Smith; alternates, Carl B. Marr, Blair.

Victor Gruen Speaks to Detroit Chapter

Detroit Chapter, The American Institute of Architects heard Victor D. Gruen, A.I.A. speak on the subject of "Shopping Centers" at its monthly meeting in the Rackham Building on the evening of January 16. The meeting was preceded by a dinner at which 100 members and guests were present, which was preceded by a meeting of the Chapter Executive Committee.

While much went on at the Board meeting, some of which is reported elsewhere in this issue, President Saarinen, presiding, in deference to the speaker and the lecture ahead, did not introduce business matters. Instead he called upon Leo M. Bauer, President of the Michigan Society of Architects, who had some important messages for members. He reviewed the progress made to date in the Society's legislative matters, indicating that a great deal of good work has been done and is being done on behalf of Michigan architects. He urged members to enter the Howard T. Keating House Competition, being sponsored by the Society, and emphasized that students and draftsmen could enter, provided they obtained a registered architect as sponsor. Proper procedure, he said is to title the entry "John Doe, Architect, Richard Roe, collaborator."

Mr. Bauer also urged attendance at the Society's 38th annual convention to be held at Hotel Statler in Detroit, March 5-8, 1952, at which the competition designs will be displayed and awards made at the annual banquet.

In the auditorium, where many were standing in the aisles, President Saarinen explained that our guest of honor and speaker had his main office in Los Angeles, with branches in San Francisco and Detroit, and that he lives in New York. Eero was not quite sure how one could do that, nor was at all sure about the new suit Mr. Gruen was wearing, bought from his client, The J. L. Hudson Company.

About the suit, Victor said he had been assured that it was a perfectly good one, which he could not wear out. After coming in out of a rainstorm, he believed that the salesman was telling the truth. Architects must be gaining headway when one can get away with insulting his clients in such a manner.

Any way, why not let Victor Gruen tell you all about it first-hand, in the manuscript of his address published in this issue.

SMITH, HINCHMAN & GRYLLS, INC., ARCHITECTS & ENGINEERS have reported to Adrian N. Langius, Head of the State's Building Division of the State Administrative Department, that the 70-year-old Capitol dome at Lansing is in good condition and completely safe.

Says a UP despatch, "for years now, political writers and politicians have had the State Capitol dome rocked, blasted, tilted, swayed, removed, stolen, or de-lidded . . . but these metaphorical assaults have left the dome as solid as ever."

FEBRUARY MEETING

CATHERINE BAUER, eminent housing and planning authority, of Berkeley, Calif., will be the speaker at the meeting of Detroit Chapter of The American Institute of Architects, in Detroit's Rackham Memorial Building, February 21 at 8:00 p.m., it is announced by Eero Saarinen, of Bloomfield Hills, Chapter president.

Miss Bauer, who in private life is the wife of William W. Wurster, distinguished architect and teacher, now dean of architecture at the University of California, will speak on "The Architect in the Field of Housing," a subject on which she is highly qualified through her service to the United States Government as consultant during war and peace.

A native of New Jersey, Miss Bauer, graduated from Vassar College in 1926, then studied architecture at Cornell University. She did extensive travel and research in Europe from 1926 to 1936, when she received the Guggenheim Fellowship. Her academic experience has included lecturing at several leading Universities of both the East and the West. Currently, she is a lecturer at the University of California, Department of City and Regional Planning.

Miss Bauer participated in the preparation and passage of the General Housing Act of 1949, also the wartime housing legislation and Housing Act of 1937. She is vice-president of the National Housing Conference, and Council Member of International Federation for Housing and Town Planning. At present she is a member of the Slum Clearance Advisory Committee of the Housing and Home Financing Agency, and the Housing Advisory Committee of the U. S. Census Bureau. She is author of "Modern Housing" published by Houghton Mifflin in 1934, and numerous pamphlets, articles and research documents since that time.

The lecture will be free and open to the public.

C. W. GUDNAU & ASSOCIATES, 7529 St. Aubin Avenue, in Detroit, announce the association of Don J. Kolf, as representative to serve architects and engineers. Ed DeYoung is also one of the associates, in the firm representing plumbing and brass goods manufacturers.



MISS BAUER

EERO SAARINEN, president of the Detroit Chapter of The American Institute of Architects, announces Chapter board approval of Institute membership of Frederick Gordon Stickel of 377 McKinley Road, Grosse Pointe Farms, Mich.

Stickel, a native Detroit graduate in architecture from the University of Illinois, then traveled and studied in England, Scotland and Mexico. From 1940 to 1949 he was with the Detroit office of Smith, Hinchman & Grylls, Inc., Architects and Engineers, except for a period of active duty with United States Air Force during World War II.

At present Stickel is with the office of Victor Gruen and Associates, Architects and Engineers, in their Detroit office, engaged on the planning and design of regional shopping centers.

Saarinen also announced the election to associateship of Edward Charles Bassett, James V. Dirkes and Karl O. Van Leuven, Jr.

Bassett is with the Saarinen office, Dirkes is employed by Fisher Body Division of General Motors Corp., and Van Leuven by Victor Gruen.

AMEDEO LEONE, vice-president of the Detroit Chapter, The American Institute of Architects, announces that the Chapter board has approved applications for associate membership of the following:

George J. Bassett, Donald M. Grant, Frank Lee Greer, Arthur Lee Lindauer, Jack K. Monteith and Manning A. Seder.

Seder is employed in the office of Smith, Hinchman and Grylls, Inc., Architects and Engineers, the others are with Giffels & Vallet, Inc., L. Rossetti, Associated Engineers and Architects.

Bassett was educated at Port Huron high school and Beaux Arts Institute of Design. After employment in the office of Walter H. Wyeth in Port Huron, he came to Detroit and became engaged as draftsman and designer.

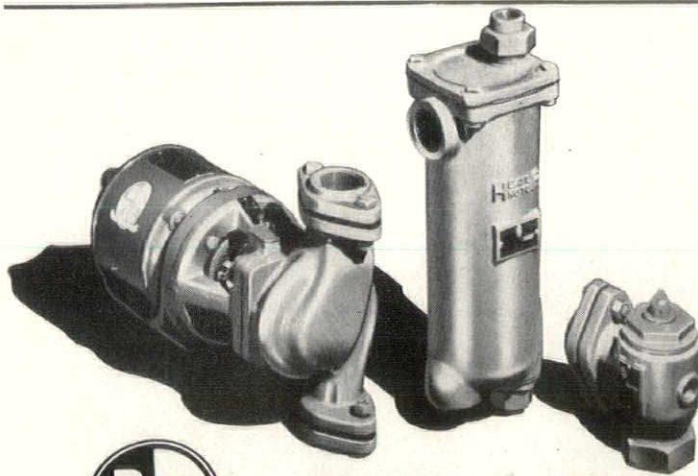
Grant, a graduate of the University of Michigan, College of Architecture and Design, in 1951, had also studied at Michigan State College and Ohio State University before entering the offices of Detroit architects.

Greer received his architectural education at the University of Wisconsin, was an industrial designer in Detroit and an instructor at Cranbrook Academy of Art.

Lindauer studied at Western Michigan College, graduated from the University of Michigan and worked for Douglas D. Loree, Ann Arbor architect.

Monteith, a native Detroit, attended Wayne University and the University of Michigan, where he graduated in 1950. He has worked for the G. & V. firm since 1949.

Seder attended Cass Technical High School, graduated from the University of Detroit, had been engaged by the City of Detroit, the Michigan State Highway Dept., and F.H.A. in Detroit.



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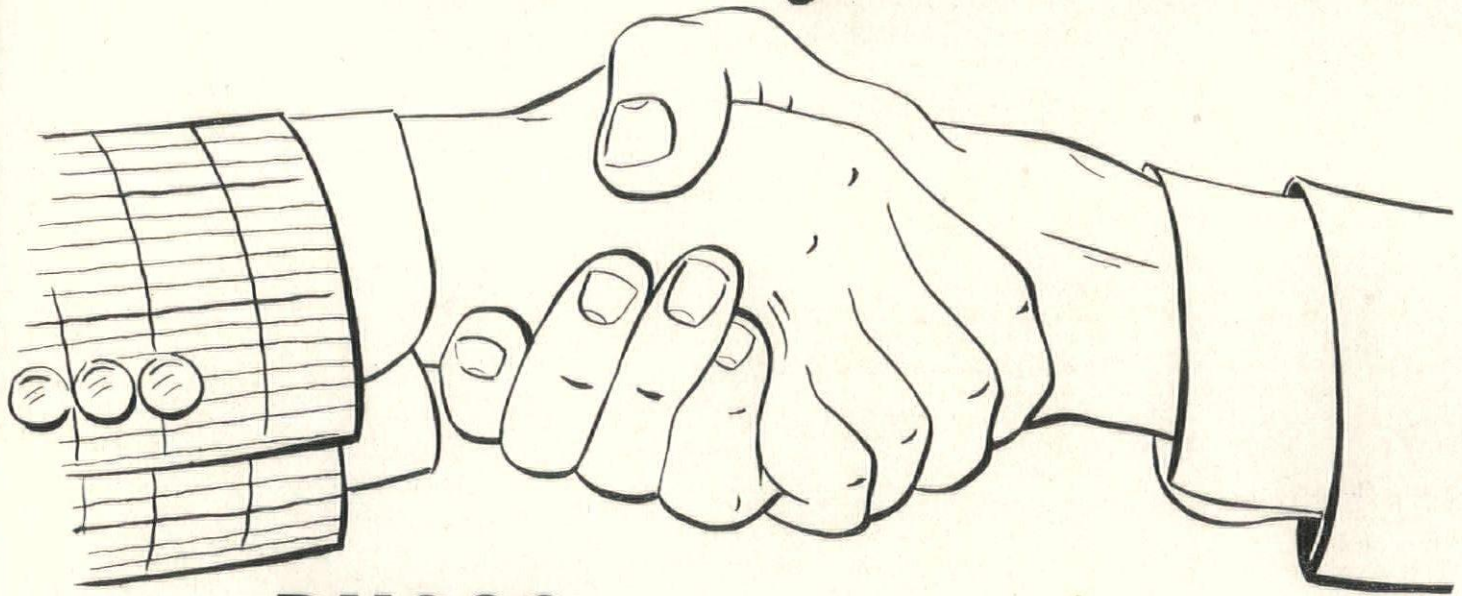
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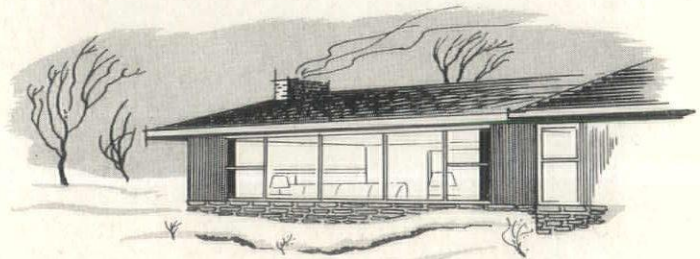
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WESTERN MICHIGAN CHAPTER, A.I.A. MEETS IN GRAND RAPIDS

Members of the Western Michigan Chapter of the A.I.A. held their monthly meeting on January 28 in the Kent State Room of the Hotel Pantlind in Grand Rapids. The dinner meeting was co-sponsored by six Michigan firms and was arranged by Lloyd C. Pender of Michigan Certified Concrete Products in cooperation with James Haveman and Charles O'Bryon from the chapter.

The sponsors presented a display and model center on Soffit Blocks and the Acrow adjustable steel shoring method. After dinner Walter Wolf of the Besser Mfg. Corp. gave a talk on the use of Soffit Block for floors and roofs and H. H. Nicholson presented a 15 minute film on the same subject. This was followed by a question-and-answer period.

The dinner meeting was jointly sponsored by the following firms: Michigan Certified Concrete Products, Inc., Grand Rapids; Besser Manufacturing Company, Alpena; Kalamazoo Pipe Co., Portage; Certified Concrete, Inc., Muskegon Heights; Standard Block & Supply Co., Lansing; and the Western Concrete Products Co., Cadillac.

A short business meeting closed the program and Elmer J. Manson, chapter president, appointed delegates for the Thirty-Eighth Annual Convention of the Michigan Society of Architects which is to be held in Detroit on March 5-8, 1952.

The Attendance Committee consists of: Edward R. Duffield, Ian C. Ironside, Arthur M. Hooker, and Frederick G. Cornwell. The delegates are: Van Dongen, Kann, Flanagan, Steketee, Sprau, Ackley, Opdyke, and Field. Mr. Manson also appointed alternates and they are: Burgess, Duffield, Daniels, Osborne, Sampson, Wagner, and Nuechterlein.

Manson also announced the committee appointments for 1952:

EDUCATION AND REGISTRATION—Harry L. Mead, Chairman; and Carl Kressbach, Alternate.

MEMBERSHIP—James K. Haveman, Chairman.

PUBLIC RELATIONS—Charles V. Opdyke, Chairman for the second year in succession. Opdyke has lined up material for newspaper publication as a weekly building news feature. Items for the press should be of a nature which will appeal to the general public. Technical articles will also be welcome for publication in trade journals and architectural magazines. Submit material to Charles V. Opdyke, 1616 N. Genesee Dr., Lansing 6, Michigan.

HONOR AWARDS—Alfred K. Bulthuis, Chairman for the second year; M. Brice McMillen and Wesley Webb who have also served two years.

AIA-AGC JOINT COMMITTEE—Benjamin W. Hertel, Chairman. Also on this committee are Clark E. Harris and Robert W. Babcock. The AIA-AGC joint committee is in the process of prepar-

ing a specification outline guide which will be in accord with local labor practices.

LEGISLATIVE ACTION—Adrian N. Langius, Chairman; and Roger Allen.

ADVISOR TO GRAND RAPIDS PLANNING COMMISSION—Charles O'Bryon.

PRACTICE OF ARCHITECTURE—Christiaan Steketee, Chairman, with William N. Setterberg and Florence Dyer as Vice Chairmen. Also on this committee are Phillip Haughey and Randall Wagner. Steerberg is in charge of enforcement of the Registration Act and Miss Dyer is in charge of tabulating the building cost data sheets.

1952—Honor Awards

PURPOSE: The Western Michigan Chapter of the American Institute of Architects has desired for some time to give public recognition to excellence in architectural achievement.

The Awards Committee is now accepting entries for the Best Building of 1947-1951. Any building constructed and completed during these years is eligible, IF:

- (1) It is located in the Chapter area or,
- (2) The Architect is a Chapter member.

WHEN: It is expected that a display of the entries and a presentation of the awards will be a feature of the April meeting in Lansing. The distinguished Jury (to be announced) will be present at that dinner after judging the exhibits. The award buildings will then be forwarded to the National AIA Competition to be held in New York in June.

This year it is expected that selected work of the exhibit will be published in the Monthly Bulletin of the Michigan Society of Architects for May.

WHICH: The entries will probably be judged comparatively in the following general groups:

- (1) **RESIDENTIAL:** a. Single dwellings, b. Apartments, etc.
- (2) **COMMERCIAL & INDUSTRIAL:** a. Stores, b. Factories, c. Offices, d. Restaurants, e. Hotels, f. Etc., i.e. and building for a profit enterprise.
- (3) **INSTITUTIONAL:** a. Schools, b. Churches, c. Hospitals, d. Recreational & Community Buildings, e. Etc., i.e. any building for a non-profit enterprise.

ANY building regardless of size will be accepted. Remodelings and additions to existing buildings will also be accepted. There will be recognition in various groups and sub-groups and one Grand Honor Award.

WHAT: Plans and two (2) exterior photographs of the building are the minimum requirements. Additional photographs of details or interiors, perspective sketches, or elevations are optional.

HOW: All entries should be submitted on illustration board size 30 x 40 (conforms to National AIA requirements). Though it is one of the National Competition requirements, for our exhibit, plans need NOT be drawn directly on the board but may be mounted on the board (of course blue prints or others may be used for this). Use your imagination!

The Architect's name should appear on the back of the exhibit and not on the face, though, naturally, the authorship of some of the buildings may be known to the Jury.

NUMBER: The more the better. There is no limit for entries by one firm or individual, and if more than one sheet is needed for a single building by all means use two or more; Supplementary plans and additional mounted photographs are also acceptable.

CLOSING DATE: March 15th is the deadline for mailing entries to: Room 115-A-Old Y.M.C.A. Building, Lansing, Michigan as the Committee will have to acquire space and hang the display. Personal delivery of entries may be made until noon March 17, 1952, at the address above, to 511 Monroe St., Kalamazoo, or 158 Bostwick N.E., Grand Rapids.

The exhibits will be handled carefully and those that cannot be picked up by the owners will be returned post paid by the Chapter. However, the committee reserves the right to retain some of the exhibits for display, etc.

The Award Committee:

Alfred K. Bulthuis, Chairman,
Kalamazoo
Brice McMillen, Grand Rapids
Wesley Webb, Lansing.

SCHEDULE OF MEETINGS FOR WESTERN MICHIGAN CHAPTER 1952-53

FEBRUARY 25—GRAND RAPIDS

Chairman, C. CROWE

FEBRUARY 25—KALAMAZOO

Chairman, R. STAPERT

FEBRUARY 25—LANSING

Chairman, C. ACKLEY

MARCH 24—LANSING

Chairman, C. ROSA

APRIL 28—GRAND RAPIDS

Chairman, W. DANIELS

MAY 26—BATTLE CREEK

Chairman, P. HAUGHEY

JUNE 23—TENTATIVE

JULY 31—MIDSUMMER

CONFERENCE

SEPTEMBER 22—LANSING

Chairman, E. BLANK

OCTOBER 27—KALAMAZOO

Chairman, A. BULTHUIS

NOVEMBER 24—GRAND RAPIDS

Chairman, C. NORTON

DECEMBER 15—LANSING

JANUARY 27—KALAMAZOO

MSA 38th CONVENTION, MARCH 5-8, 1952

LINN C. SMITH, General Chairman of the Committee planning the Society's Thirty-Eighth Annual Convention scheduled at Hotel Statler in Detroit, March 5-8, 1952, announces that his subcommittees are rapidly completing arrangements for the event, which bids fair to be the most important in the Society's history.

Suren Pilafian, Chairman of the Program Committee, has engaged three speakers for the Thursday and Friday sessions. They are Eric Mendelsohn, eminent architect, of San Francisco, Calif.; Bernard Tomson, New York attorney, who specializes in architectural and building law, and editor of the section in *Progressive Architecture*, "It's the Law," and Dan Kiley, Landscape Architect, of Franconia, N. H.

Speaker at the Banquet will be Edward McFaul, the biographical sketch of whom is given elsewhere in this issue. At the banquet awards will be made in the Howard T. Keating house competition, sponsored by the Society, and affording \$1,400 in prizes made possible by Mr. Keating. Drawings submitted in the competition will be exhibited at the convention.

Stewart Kissinger, Chairman of the building materials exhibits, states that this feature will be an important one, with new methods and materials that will interest the architects.

A social evening will begin the Convention Wednesday, March 5, at which there will be refreshments and entertainment, compliments of the Society. The Society's Board of Directors will meet at breakfast Thursday morning, and there will also be caucuses of delegates from the three chapters, who are to be represented by members and alternates.

Ladies will receive special attention, through the chairman of the ladies committee, Mrs. Clair W. Ditchy.

STEWART S. KISSINGER, A.I.A., vice-president of Eberle M. Smith Associates, Inc., Architects, of Detroit, has been appointed a member of the Dearborn City Plan Commission, by Mayor Orville L. Hubbard.



KISSINGER

Kissinger, president of the University of Michigan Club in Dearborn, was one of the Architects Civic Design Group who studied city planning under Eliel Saarinen.

The Commission is working with the Ford Motor Co. and with the Citizens' Advisory Group on plans to develop Ford's 4,500 acres of vacant land in the suburb. Skidmore, Owings & Merrill are architects for the project.

ALLEN HARLAN AWARD

Aiming to stimulate national interest in the great forward steps of industrial architecture, the Michigan Society of Architects announced the establishment of the \$5,000 C. Allen Harlan Scholarship.

Leo M. Bauer, president, said the fund, given by C. Allen Harlan, president of Harlan Electric Co., would be paid in monthly installments to a young architect or student of architecture chosen by a jury of five outstanding men to study industrial developments in and around Detroit.

"The young man chosen must be willing to devote full time to a research project in this field for 10 months," Bauer said. "At the end of this research he will be expected to submit in duplicate a written report illustrated with drawings and photographs."

"He will choose his own type of research, and may be an architect, draftsman or student of architecture or architectural engineering. He must not be over 35 years old."

"He may work free-lance, seeking occasional advice from a mentor, or may attach himself for graduate study to a worthy institution such as Cranbrook Academy of Art or the University of Michigan."

"Our aim, however, is to promote men of ideas, serious students of contemporary architecture, and not any particular institution."

"The jury will include our chairman of education and research, Ralph W. Hammett, and one member each of the faculties of four Michigan institutions teaching architecture — the two aforementioned, University of Detroit and Lawrence Institute of Technology."

Instructions for application in the scholarship competition may be obtained by writing to or visiting the office of the Society, 120 Madison avenue, Detroit 26.

Harlan presented his gift to the Society Board at its recent meeting in Lansing, his fifth gift this year to aid deserving students. Others, in a similar amount, went to University of Detroit, Wayne University, University of Tennessee (where he went to school) and University of Michigan.

"Detroit is the foremost industrial city in the United States," Harlan said, in making the gift. "It has the brains and the money and the spirit to not only maintain its position but to move forward to new heights. Young men coming up will push to these heights if given the chance."

"Detroit has been good to me, and here I have founded a successful business after learning the know-how needed for industrial success. I know Detroiters will be good to young men now coming up."

"This scholarship is one of the things that I can do, in cooperation with your worthy Society, to help."

DETROIT LETTER

By Frank Stanton, A.I.A., now in Detroit, writing in the *Washington State Chapter Bulletin*

This city's traffic fatalities are as numerous as the spots on the back of the leopard—one for every day in the year. Aroused by this merrie rate of slaughter, and in an effort to reach those who can't read the "walk" and "wait" signs, or just don't believe in them, Detroit has installed loud speakers at principal intersections, adding audio to visual warnings. "It is not safe to cross Woodward Avenue," bellows The Voice, indulging in a Clyde Grainger understatement, "You may now cross Larned. Keep within the white lines, on the RIGHT side."

Do pedestrians observe these warnings? We are happy to report that they do not. Women, as always, are especially adamant in their refusal to be regimented. Attempting a crossing the other day, T-formation through right tackle, Woman Mountain Dean bore down upon us, brushing off all interference. We side stepped to the right, but it was no good. There was a terrific head-on collision. Her ample upholstery, soft as goober feathers, was yet resilient, and threw us for a two-yard loss. A run around left end is safer; or even jay walking.

Out strolling the other evening, relaxing into meditation between crossings, we were accosted by a ragged individual, as undernourished as a residential architect and just as unstable. A panhandler, we thought. But no! "Say, buddy, I'm a poet. Write lots of poetry. Trouble is, editors won't publish my poetry. Willya listen to my poetry? Tell me if it's good or if it's rotten. Willya please, please listen to my poetry?" Here was a kindred soul. We, too, have had trouble with editors. We don't understand poetry, but we know something of poets and their desperate need for audience when the Great Hour of Creation is past and they are left weak and wilted. Steadying himself for the Great Effort, he raised his arm and proclaimed, dramatically:

"Tell me not in mournful numbers,
Life is but an empty dream . . ."

Though we praised it extravagantly, we still think it is a rotten poem. Can't blame the editors this time. Nilknarf (Franklin spelled backwards)

Two outstanding murals in Detroit buildings will be included in the forthcoming Gold Medal Mural Painting Exhibition of The Architectural League of New York.

The murals, by Detroit artist, **MARVIN H. BEERBOHM**, are in the office building of Harlan Electric Company at 901 W. Milwaukee Avenue and the Jewish War Veterans' building on Davidson Avenue near Petoskey Avenue, in Detroit.

The Harlan building was designed by architect George J. Bery, A.I.A., and the Jewish War Veterans' by the office of Albert Kahn Associated Architects and Engineers, Inc.

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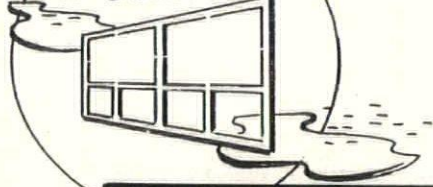
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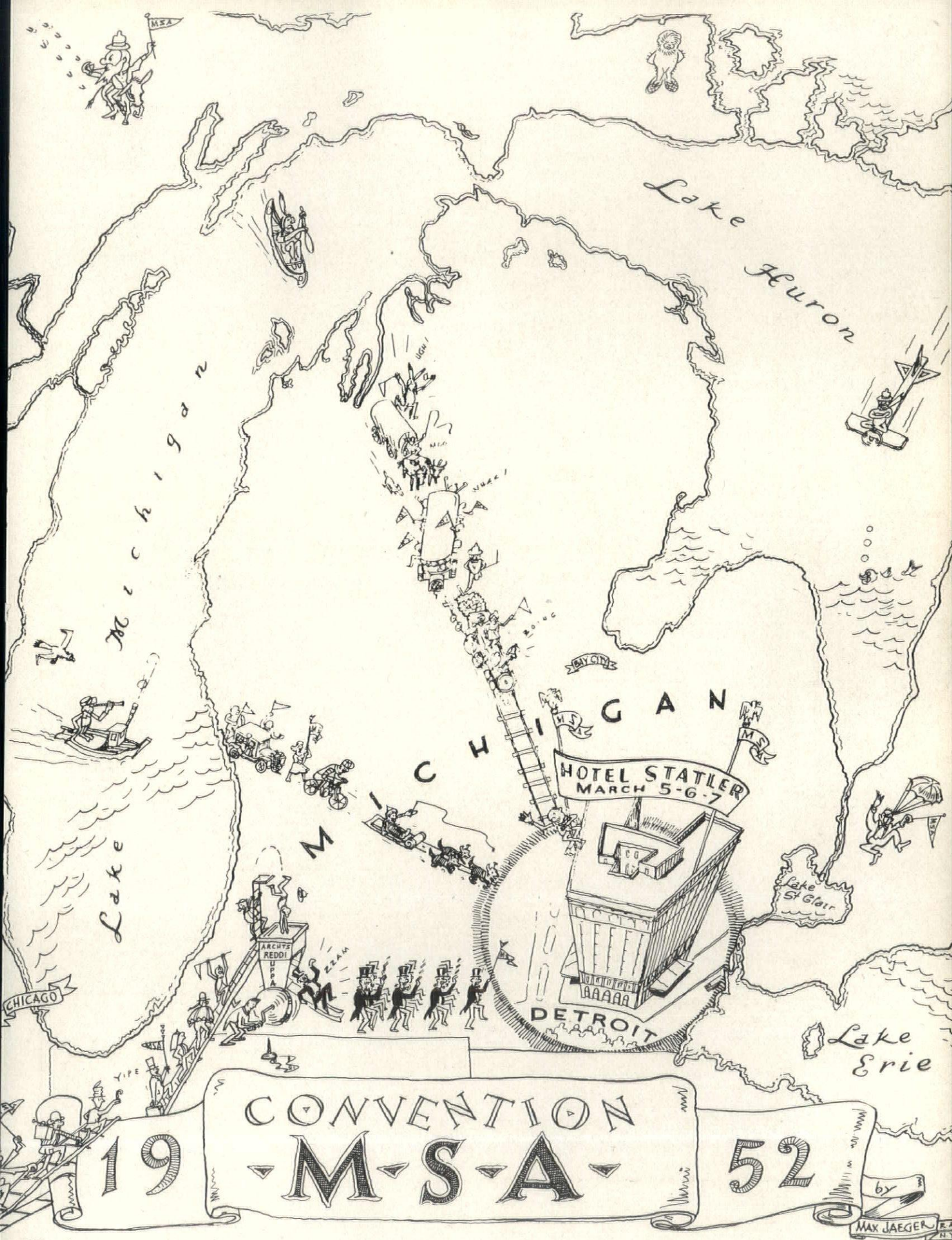
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Products News

PRODUCERS' 1952 DISPLAY

The Table-Top exhibits held by the Producers' at Hotel Fort Shelby in Detroit, January 15, were a huge success, and a lot of the credit goes to Walt Sandrock and his committee.

The architect jury of awards composed of Leo Bauer, Talmage Hughes, and James Morison reported as follows: First place, American Radiator & Standard Sanitary Corp.; second, to Celotex Corp., and third to Aluminum Co. of America.

The exhibits ranged from just the plain and simple to sex appeal. The members of the Producers' Council were out in full force to demonstrate their wares and some even brought their wives to add beauty to the occasion.

One of the most eye-appealing demonstrations was American Structural Products display on Insulux glass blocks. Armstrong Cork, presided over by Council president Bill Portland, had a fine display of floors, walls and ceilings. The Ceco Steel Products booth was unique and informative. Detroit Steel Products deserves credit for showing another good product—Weldex—as a background. A sliding plexiglass shower curtain and tub, but no blond, much to the disappointment of one architect, was included in the display of the Fiat Metal Mfg., with wood toilet and stalls. Another fine exhibit was put on by Hillyard Chemical Sales. "Johns-Manville has the floor," might be said of the J-M display.

The new Michigan representative of Josam Mfg. Co., personable Elmo G. Liddle, made his bow at the show with a display on bent traps. As you will recall, our good friend Eddie Anderson had that account for nigh on to 17 years and did a good job, too.

Kentile had one of the most colorful exhibits and also a Pinup sheet. Libbey-Owens-Ford's interior glass door was ably demonstrated by Johnnie Owen. Bill Ogden was there, fondly showing the new Velwood, with trim to match, for Marsh Wall Products and to say, "You can't beat it!" The many uses of Owens-Corning Fiberglass were shown in their exhibit. With crew hair cut, Ross Griffith expertly explained the "boon to humanity" in Pittsburgh Plate Glass Co.'s new automatic door.

Ramset Fasteners had Mies Vander Rohe all over the place in their exhibit. R.O.W. Sales had a display on "Good Windows." The Spencer Turbine featured a modern and unique display for the visitors. Structural Clay Products exhibit played up "Bricks that are bricks." Clyde Oakley showed some of Truscon Steel's doors and windows. Unistrut Products Co., we thought, had the best engineering information. The nice literature presented by U. S. Plywood Corp., pertaining to a new chalk board, was appealing, as well as illustrations of GM's Technical Center by Saarinen & SH&G.

R. C. Faulwetter was busy demonstrating his products to the interested architects. His exhibit was bright and arresting. By the way, they don't make quarry tile but ceramic. Leave it to Zonolite to have action in their exhibit. With guys like Prouty and Kleinbrook, there's no grass under foot. And finally, we come to J. A. Zurn's exhibit with its "The Zurn Way"—the best way. In cooperation with AR&SS Co., they displayed the new ladies fixture. There was also material on heat cabinets and floor finishes.

Some of the architects we were able to identify there were: Abrams, Askew, Barcus, Bauer, Belco, F. Bennett, W. Bennett, Blakeslee, Bragg, Budzynski, Coombe, Curtis, Ditchy, Fernald, Fowler, Gabler, Greenberg, Gruen, Hammond, Hoffmaster, J. Hughes, T. Hughes, Jacques, Jehle, Kavieff, Kissinger, Kohner, Kuni, Leinweber, Leone,

Meyer, Col. Miller, Morison, Rogvoy, Scheuffler, Schoerger, Schoettley, Schowalter, Scripture, Severin, Sewell, F. Stanton, Strauss, Tarapata, Taylor, Van Reyndam, D. White, F. Wright, L. Wright.

DUSENDORF PRODUCERS' SPEAKER

Herbert R. Dusendorf, of Nelson Co., widely known speaker will talk on "Who Believes in Private Enterprise" at the Mechanical Trades Night dinner meeting sponsored by the Producers' Council, Detroit Chapter, on Monday, February 11, at 6 p.m., in the Crystal Room of the Fort Shelby Hotel.



DUSENDORF

Dusendorf's speeches are so informative that they have been published in national magazines throughout the country. He has spoken in such diversified localities as Biloxi, Miss.; Atlantic City, N. J., and Chicago, Ill.

Tickets are available, for cocktails and dinner, at \$5 per person, through Bill Mulcahy, at 405 Donovan Bldg., Detroit 1, telephone WO. 1-8782.

DUCK DINNER A BANG-UP

Six o'clock on the evening of December 12th found the Heating, Piping and Air Conditioning Contractors of the Detroit Association assembling in the Cocktail Room at the Harmonie with a broad smile and a good fellowship handclasp. Hunter R. L. Spitzley furnished the ducks.

The Dinner party this year had as its hosts the Goss Mechanical Contracting Company and Johnson, Larsen and Company, who sponsored the Cocktail Hour.



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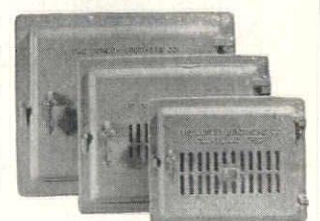
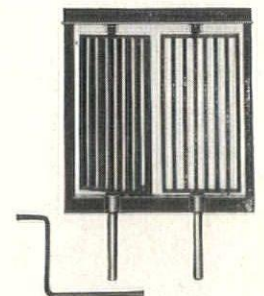
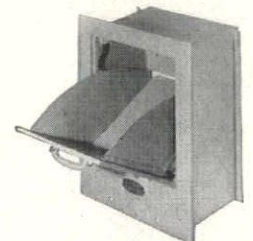
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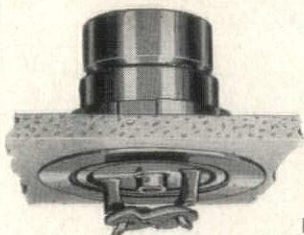
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THE PLANNING OF SHOPPING CENTERS

A lecture delivered at a meeting of the Detroit Chapter, A.I.A., January 16, 1952

By VICTOR D. GRUEN, A.I.A.

Whenever the words Shopping Centers are mentioned, everyone starts to ask questions about parking ratios, sales per square foot, truck tunnels, and other such terms. They ask about them as if these terms were to be applied to shopping center design in about the same manner as the terms, "take one dozen eggs, a pound of butter, a cup of sugar, and mix well with sifted flour" would be used for a cooking recipe.

During the last two years more "experts" have talked and written about the theme, "How to Cook a Shopping Center," than about almost any other architectural problem. This proves two things:

1. There is a great need for suburban shopping facilities.

2. Most people grope for cure-all measures and dry-cut formulas to solve these problems.

In the excitement of the battle of parking ratios, one little thing has been completely overlooked. The modern, coordinated shopping center is decidedly a new architectural design category, and constitutes one of the most challenging tasks of our times.

In the anarchic wilderness of our urban landscape there are only a few well defined islands of architecturally

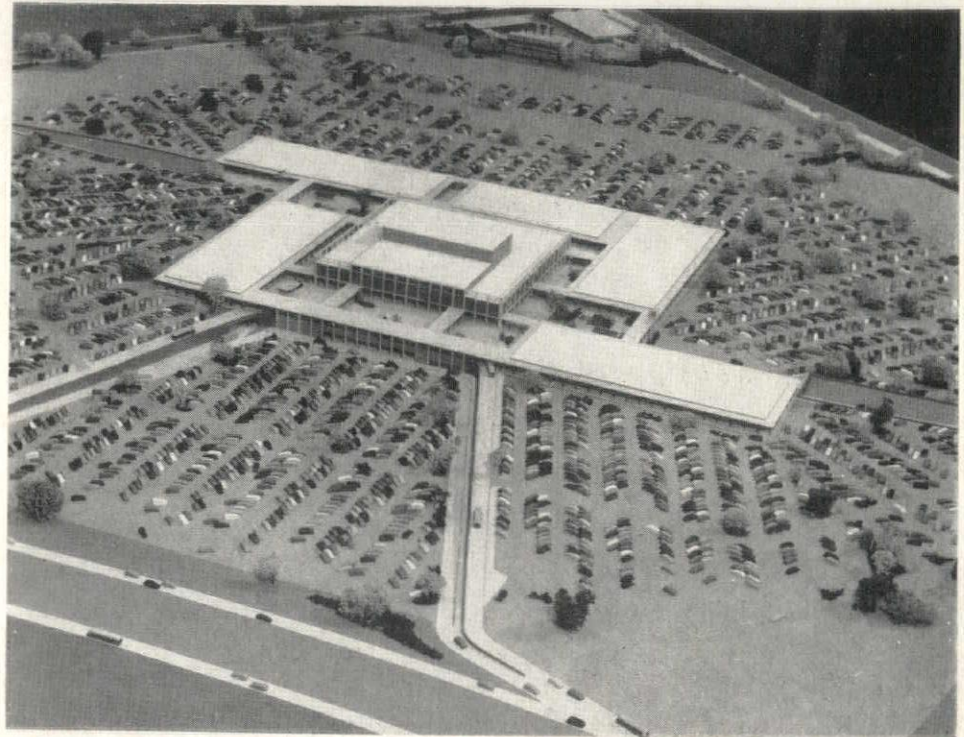


Victor D. Gruen, Vienna-born architect, has won many prizes and honor awards for his work. He is now engaged in designing three large shopping centers for the J. L. Hudson Company.

Mr. Gruen has been selected to participate in the 1952 Gold Medal Exhibit of the Architectural League.

organized space. Up to now, they were the civic center, the public park, the college campus, the large one-ownership industrial center, — and the cemetery.

Now one new potential oasis of organized, architectural space makes its appearance — the integrated, controlled one-ownership shopping center. This new architectural design category is different in one very important respect from the others. They all are either publicly owned or completely controlled by one institution. The shopping center is a conscious and conscientious cooperative effort by many private enterprises, namely, stores — to achieve specific purposes. These purposes are: More and better business through more and better service to the public. This cooperation, in order to be effective, must be a wholehearted and close one.



Individual wishes and needs have to take second place to the needs and requirements of the whole center. However, this does not mean suppression of the individual wishes and disregard for the individual needs of the tenant stores. The design problem of the shopping center is the coordination of these needs and wishes with each other, and with the whole. Conformity, but not uniformity, must be the aim. The achievement of complete coordination becomes the main spring of the architect's work, and it influences his work through the entire project from the moment the search for a site starts, through the stages of land usage planning, traffic planning, merchandizing of the center, to the selection of colors and materials.

I said before that the shopping center is a new architectural design category. It is, however, new only for this, our industrial age. In the past, we find many examples of coordinated, integrated shopping centers. There is the Turkish and Arabian bazaar, where the silversmith, the goldsmith, the shoemaker, the baker and many other craftsmen not only fabricate their merchandise, — but sell it along shopping aisles and malls. There is the Chinese marketplace near the city gates, which provides not only one-stop shopping, but amuse-

BELOW: Northland, one of the three shopping centers Mr. Gruen is planning for the J. L. Hudson Company in Detroit.

Others will be known as Eastland and Westland.

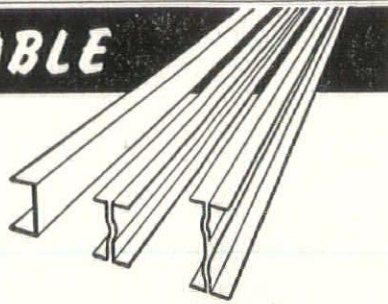
Southland is in prospect.

Says Victor Gruen, "we set Hudson's into the heart of the store group and surrounded it on three sides by the tenant buildings."

ment by acrobats, special treats in country restaurants, and so on. There is the mediaeval marketplace, which started with quickly assembled booths arranged along a mall leading to the church entrance, and later on developed into a market square surrounding the church. There are the ingeniously conceived shopping streets of Paris, with uniform buildings surrounding a square, like the Place Vendome, with shops arranged along colonnades, where shoppers, protected from wind and weather, walk along individual store fronts.

However, all these shopping centers were developed before the industrial revolution and, most important of all, were developed for people who walked on two legs — not for people who rushed about in automobiles. Once, with great interest, standing in front of a large mosque in Sarajevo, I watched the believers, before they entered the mosque, shed hundreds of pairs of shoes in the large courtyard at the entrance to the holy place. This parking place for shoes comes about the closest to the parking space for cars, as we know it today. We moderns have to shed our cars before we enter the place of commercial trade.

There is much to be learned from the examples of the past. They all

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breathe architectural discipline, serenity, and dignity — the atmosphere is a friendly and inviting one, and comes closest to what the modern merchant would call an ideal shopping atmosphere.

In the first excitement of the industrial revolution, joyfully playing with that new toy, the machine, we lost, and as we all hope, only temporarily lost our sense and feeling for planning, organization, and architectural beauty. The modern shopping center is a clear expression of the desire to regain these advantages and to translate past experience into forms suitable for our mechanized life.

A shopping center is, in many ways, organized like a small federation of states. The federal government, or shopping center management, will insist that there are certain common features strong enough to hold the individual members together. The purpose of all these common features, however, is justified only if they offer a rich opportunity to each member state, or each tenant, for self-expression, individual freedom and action in accordance to his own needs.

To translate this philosophy into steel and concrete is the architect's contribution to the shopping centers of today.

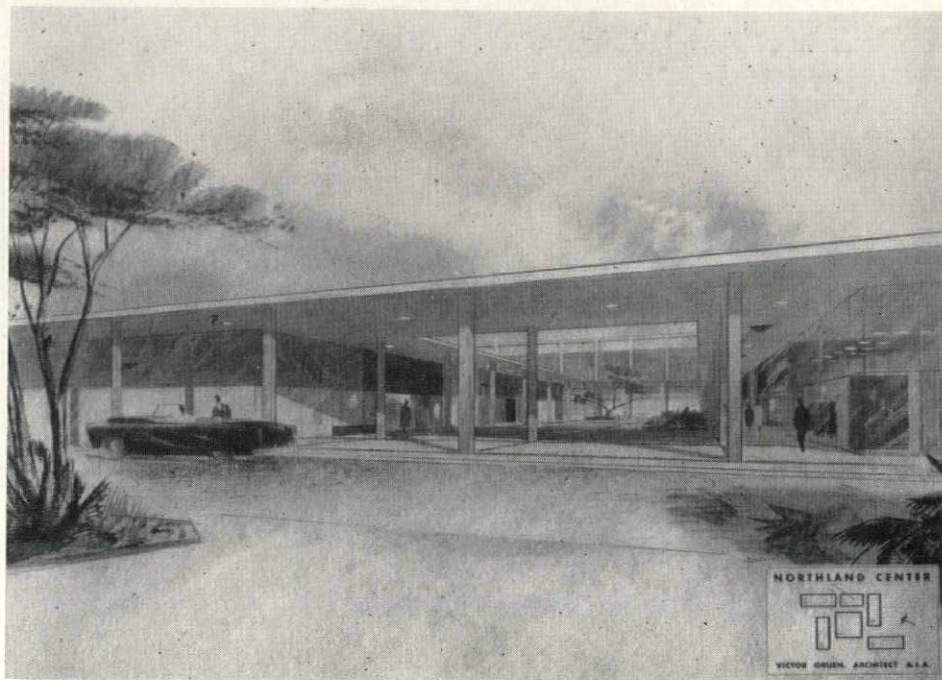
Basically there are three types of organized, integrated shopping centers being developed today. In general, the same principles guide the development of each — ample parking, easy access, facilities and services adjusted to the community needs. These shopping center types are the neighborhood center, the district center, and the regional center.

The neighborhood center sells mostly convenience goods. The principal stores are food or supermarket, drugstore, and five and ten or variety store. In addition to these, as the area demands, cleaning establishments, shoe repair, barber and beauty shops, and similar services are provided. The neighborhood center varies in size, but its basic core is invariably food, drugs, and is planned to serve an area with from 10,000 to 20,000 people.

The district center serves a larger area with a population of from 20,000 to 100,000. Here we find the same convenience outlets, food, drug, and variety, but in addition, and tailored to the needs of the area, chain ready-to-wear stores, specialty clothing shops, shoe stores, hardware stores, drygoods stores, expand the facilities and services to provide most of the shopping needs.

The regional shopping district is designed to serve the needs of a large area covering perhaps several communities, and serving a population of 100,000 or more. The core and principal tenant of a regional shopping district is almost invariably a major department store with a full-range of the merchandise normally found in the downtown department store. Some regional shopping centers have as many

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as three complete department stores as a part of their basic tenancy. To supplement the department store, all of the services and facilities found in the district and neighborhood center are provided, plus many more so that true comparison shopping is possible.

During the last two or three years shopping centers have become the talk of the country and every builder, speculator, or investor feels that he has a good chance to make a fast dollar. I have met people who have built a housing development and, having a few pieces of disconnected land left over, feel that would be the ideal place for a shopping center. I have met people who would like to build 300,000 square feet of store area on 200,000 square feet of land, — and I have too often met promoters who express clearly that they do not care about the long-range success, or the upkeep and maintenance costs of the center, because they intend to sell it anyhow as soon as it is complete.

There is no doubt that as soon as building restrictions are lifted, hundreds, maybe even thousands of shopping centers will be built in all parts of the country. To begin with, they will all have a certain amount of initial success. They are a novelty and there is no competition. But as soon as the novelty wears off, and as soon as bigger and better centers are built in the vicinity, many of these centers might become commercial ghost towns. Such developments will not only hurt the developers, all over the country, and they might discredit, at the same time, the shopping center idea as such. That is why it is so important to point out again and again what is necessary to build a successful shopping center.

Here are the ten commandments for a successful shopping center:

It must be in the right city — in the right area — on the right spot — and of the right size. It must be easily accessible, offer complete services, and the highest degree of obtainable shopping convenience. It must lease to the right tenants on the right leasing terms. It must offer the most attractive shopping surroundings attainable.

From the above-said, you can easily see that it is rather simple to design a successful shopping center. In order to show you how the principles which I have outlined can be translated into reality, I would like to use a specific project (which is now in the working-drawing stage) as an example. I am talking about the decentralization program for The J. L. Hudson Company in Detroit and, specifically, about one of the three centers which this program encompasses — The Northland Center.

I cannot think of a more ideal example to illustrate this subject because the client, in this case, has approached the entire problem in a forward-looking, progressive, and long-range manner, creating an ideal condition for the development of projects of this type.

The Right City

Detroit is the right city. In the last thirty years the population has more than doubled. Between 1940 and 1952 a million people were added, and today over three million people live in the Detroit metropolitan district. All of this rapid growth has taken place around the perimeter of the city and the suburbs. The downtown business district has become more and more remote from the people it serves. In the last ten years the population of the heart area surrounding the central business district has actually decreased.

This rapid growth in population has not been matched by an equal growth of shopping and service facilities. Ex-

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tensive merchandising areas have mushroomed in the suburbs, but these have been haphazard, random responses to an overwhelming demand. Detroit is continuing to grow at an accelerated rate. The Regional Planning Commission estimates that by 1970 between four and four and one-half million people will be living, working, and buying in the Detroit area.

Detroit is the right city. It needs planned, integrated shopping facilities to serve its rapidly growing population.

The Right Area

In their sprawling growth, the mushroomed, unplanned shopping facilities have left vast unserved, partially served, and poorly served areas in the community. To determine these unserved areas—these potential sites for regional shopping centers—growth trends in the many suburban districts must be analyzed; existing shopping and service facilities determined; and planned highway and utility expansion programs must be studied. To do this we checked Census figures; analyzed subdivision plats; listed building permits; reviewed industrial and plant expansion programs. The long-range programs and the present in-work developments of the state and county highway commissions, the street department, public transit, power and light, storm and sanitary sewer, water and gas were all reviewed in detail.

From these studies it was possible to determine those areas with the greatest present need, and to project those areas which, because of access to highways, relationship to industrial expansion, utility service, etc., are most likely to grow. Between these two, the present demand and the projected future need, the general area or areas most likely for a shopping center development were selected.

The Right Spot

Once the economist, the architect, the real estate developers, and the merchandising analyst have agreed on the general area, the problem is to find the right spot. Sometimes, unfortunately, in spite of need and demand, the right spot can't be found.

A regional shopping center should be at, near, or have easy access to at least two major highways, but not too close to intersections. The highways and access roads should have considerable reserve traffic capacity over and above the present and projected needs. (A regional shopping district, parking from five thousand to ten thousand cars, could completely unbalance a local traffic pattern.)

In addition to the minimum acreage required for the shopping center itself, sufficient land should be readily available around the center so that buffer zones and buffer uses can be introduced to protect the surrounding property. The land should have no physical characteristics which make the development of large open areas of parking difficult or demanding special architectural or structural treatment. It should be at or near utility service of adequate size

and capacity. (Large areas of paving make the storm water problem particularly acute.)

At Northland we found the right spot in the general area north of Eight Mile, between Wyoming and Southfield. This spot is in the square mile bounded by Nine Mile on the north, Eight Mile on the south, Greenfield on the east, and Southfield on the west, and cut diagonally by Northwestern Highway. Both Eight Mile Road and Northwestern Highway are scheduled for expansion as a part of the State and County Highway program.

The Right Size

While the architect, the real estate expert, the traffic analyst, and the developer are determining the potential possible right spot or spots, in the right area, in the right city, the merchandising consultant and the economic consultant make detailed checks of the economic and income characteristics of the areas under consideration. Spot, as well as house-to-house checks of shopping requirements, habits, and desires were made and evaluated. The existing shopping and service facilities in the area were reviewed and analyzed in complete detail; the potential market, its unsatisfied shopping needs, its transportation habits and buying patterns, established.

From this survey, our merchandising analyst determined how many and what kind of shops and services the center should offer.

With this information, in cooperation with the traffic analyst, we set the square footage of store area for the required shopping and service facilities, and the area which would be needed to provide easy, uncrowded parking, even at periods of peak demand. Existing and proposed public

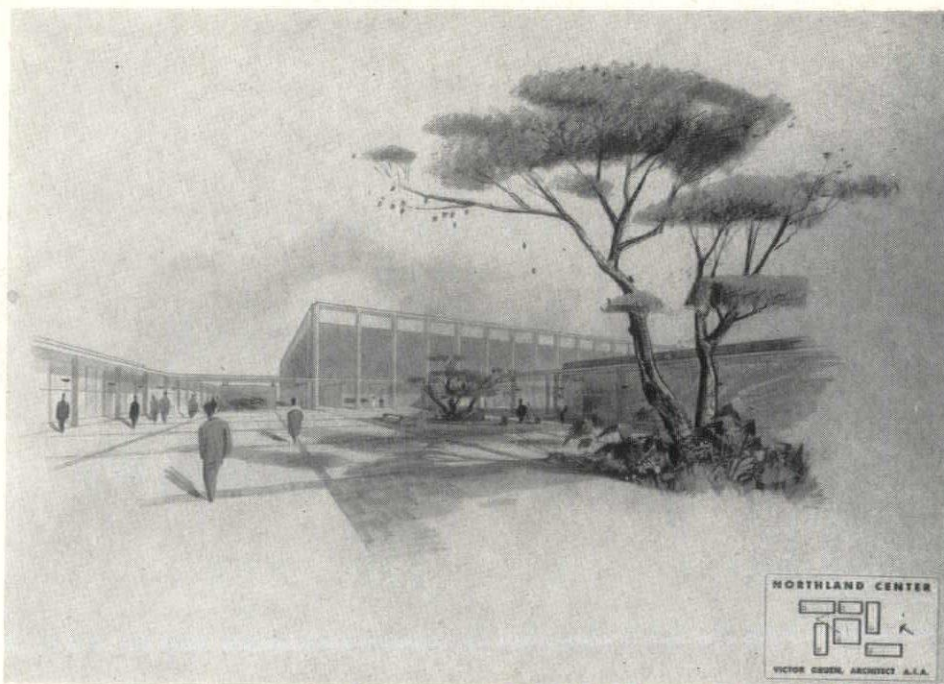
transit facilities were carefully considered in setting up these parking requirements.

The right size for a shopping center is not a matter for guess; it is a direct expression of the economic needs of the area, adjusted to proper merchandising relationships, plus—and this is a big plus—the faith and hope of the developers and merchants in their own ability to provide better shopping facilities in a better shopping atmosphere. In the last analysis, it is faith and confidence in the future that finally establishes the size and scope of the center.

Experience has indicated that the average regional shopping district requires from sixty to one-hundred acres, with from one to three department stores and a related group of 20 to 100 stores and services, with parking for five-thousand to ten-thousand cars. In addition, the shopping center should have space immediately around it for future expansion of parking or of the center itself. Also, there should be land available for planting buffers and green belts to protect the existing or future residential developments which will surround the center and provide the large amount of walk-in trade which is so essential to certain of the stores and services offered by the center.

Northland is being planned with a major department store, The J. L. Hudson Company, of over 450,000 sq. ft., and provides for sixty different types of merchandising and service facilities ranging from exclusive dress shops to a cigar and newspaper kiosk, taking over 500,000 sq. ft. of first floor and basement space.

Parking will be provided for 5,500 customers' cars and 900 cars for the over 3,000 people Northland Center will employ.



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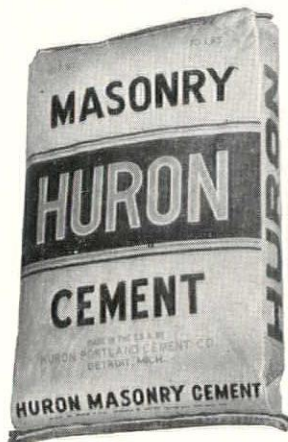
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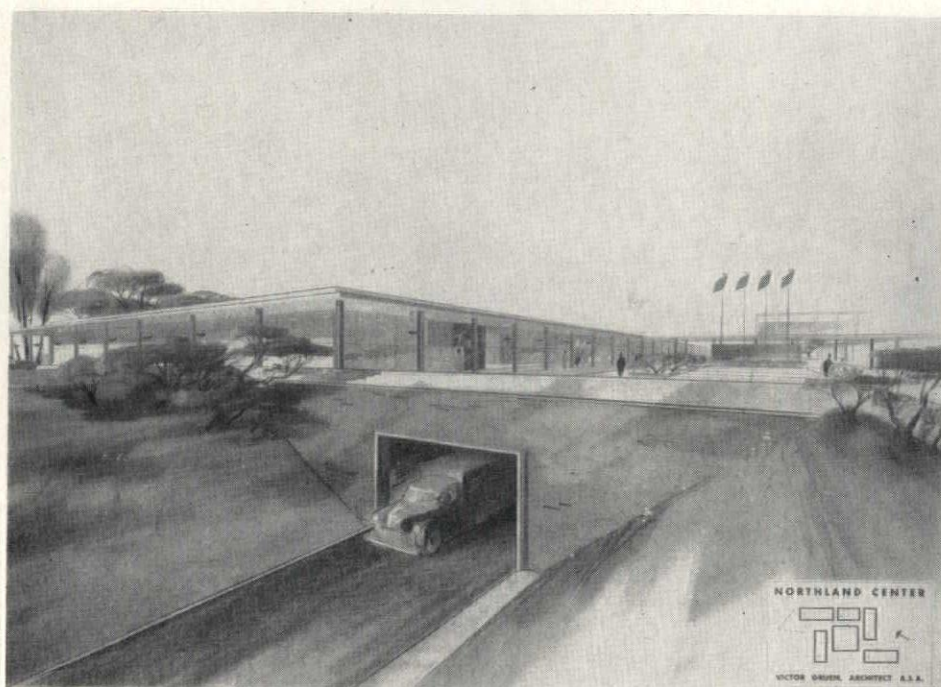
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Northland Center will cover approximately 80 acres. In addition to this we are holding in reserve almost 100 acres, part of which will be used to buffer against the residential area which surrounds the center, and part of which will be available for future expansion of the stores and parking facilities.

Easy Accessibility

To the largest extent, this is determined during the selection of the right spot or spots, but sometimes the size of the center, the particular and peculiar location of the main highways which are to serve the center, makes the provision and development of efficient entrance and exit to the parking areas difficult or almost impossible, and forces the discard of a location which has all of the other necessary attributes and conveniences.

In the final analysis, a shopping center is predicated on, and designed for the customer behind the wheel, and if maximum convenience for parking, easy and free access from the highways to the perimeter roadways and into the parking lots themselves are not achieved, then most of the advantage the shopping center can offer is lost.

At Northland we have unusual advantages. Available for the shopping center development are over 400 acres. We were able to introduce secondary roads, in addition to Northwestern, Eight Mile, and Greenfield, which serve the center directly and reach out for convenient access to Southfield and Nine Mile, so that every road, every highway in the entire square mile will lead to the shopping center. This access promotes easy flow of traffic and is our greatest assurance that no clogging of the road system will occur even at peak hours of operation.

Superior Conveniences

Inherent in the shopping center, and its most characteristic feature, is ample, accessible parking. This is the starting point. For the customer in the driver's seat, the ability to park at or near the store is a convenience long sought, seldom found, devoutly to be wished. A shopping center must have wide circulation roads, ample parking stalls, a clearly marked and easily controlled traffic pattern. Equally important, and sometimes ignored, is the fact that once the car is parked the customer has become a pedestrian. So the walking distance to the nearest store, with minimum interference from automobiles and truck traffic, is an important convenience consideration. Therefore, automobile traffic concentration within individual parking areas must be minimized, and truck and delivery traffic entirely separated.

To secure a real separation between pedestrian traffic and service and delivery trucking, underground receiving and delivery should be provided. In this way most of the unhappy aspects, the unpleasant sights and smells which are always with us in most shopping areas, are completely eliminated, and the customer does not have to compete with the delivery man and the garbage collector for access to the stores.

Once the stores have been reached, the customer should have immediate opportunity to shop. He should not be forced to walk through tunnels or between stores to arrive at the nearest store entrance. For all-weather shopping, covered walkways along and between the store buildings should be provided. At Northland we have divided access roads leading into parking

areas. The parking areas have been clearly separated and defined so that a minimum amount of traffic will develop in each one. Trucking and service traffic have been completely separated and run underground.

Once the customer reaches the store, he is able to walk to any point in the center under the continuous shelter and protection of a covered colonnade. The colonnade has been used to integrate and organize the building masses so that a maximum of individual expression will be possible for each of the tenant stores.

To promote a pleasant shopping atmosphere, without the pressures and sounds of typical downtown areas, the open spaces between buildings or building groups will be treated with planting, trees, rest and waiting benches to provide for a moment's relaxation. The modern shopping center, can and should have, as an essential part of its plan, spaces with the atmosphere and feeling of plazas and parks to give the eye a rest and the sight a lift.

In keeping with this, and because the shopping center can and should become a community focal point, we have planned club rooms, meeting halls, and an auditorium which will be available to the public at hours independent of the shopping center's operation. A nursery where children can be checked while Mother shops will add to the convenience and pleasure of the shopping experience at Northland. Snack bars and shaded pavilions in or near the park-like courts and malls — services like banks, cleaning establishments, shoe repair, post office, restaurants and cafeterias, places for school programs, club shows, flower exhibits, furniture and home shows, make this shopping center the focal point for most of the aspects of business and community life.

When the size of the center was established on the basis of unsatisfied community needs and services, plus the factors of faith and hope in the community and in the ability of the merchandisers, the store types and their square footages, and the service facilities of their square footages, were established.

Into this framework the merchandising analyst, the economic consultant, and the developer fitted those stores whose merchandising policies and facilities will best serve the needs of the area. The price range must be right, the stock selection suitable to the demands and tastes of the community. Balanced competition must be provided so that comparison shopping is easy and available. The little entrepreneur was not ignored. Special delicatessens, fancy meat shops, bakeries, small jewelers, import shops, special shoes, high-price ready-to-wear — these and many more small operations taking little space contribute immeasurably to the total volume of the center by making the facilities it offers complete, by providing truly one-stop shopping.

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A proper relationship in size and drawing power between the department store and the specialty shops must be maintained. Once this balanced group of shopping facilities has been set, they must be so arranged in the shopping center that each contributes to the traffic and business potential of the other. Stores should be grouped in accordance to their price range rather than scattered at random throughout the center, so that excessive walking is eliminated. Stores, whose drawing power is strong and whose position in the community established, should be located in areas less accessible to parking so that the weaker stores can benefit from their traffic.

The most important factor in store location is the department store. Because of its size, because of the wide range of merchandise, services, and facilities which it offers, the department store is the inevitable focal point of the shopping center. Customers will go to the department store no matter where it is located. Consideration and organization of the customer traffic, which the department store will inevitably generate, is the key to the planning and organization of the shopping center.

We designed Northland to give the tenant stores the maximum advantage from the drawing power of the department store. We set Hudson's into the heart of the store group and surrounded it on three sides by the tenant buildings. Its direct access to the parking space is less than 10% of the total exposed store area. This arrangement will draw customers from the parking lot through the perimeter stores, into the inner courts and malls, and should create an intensity of pedestrian traffic comparable to downtown streets.

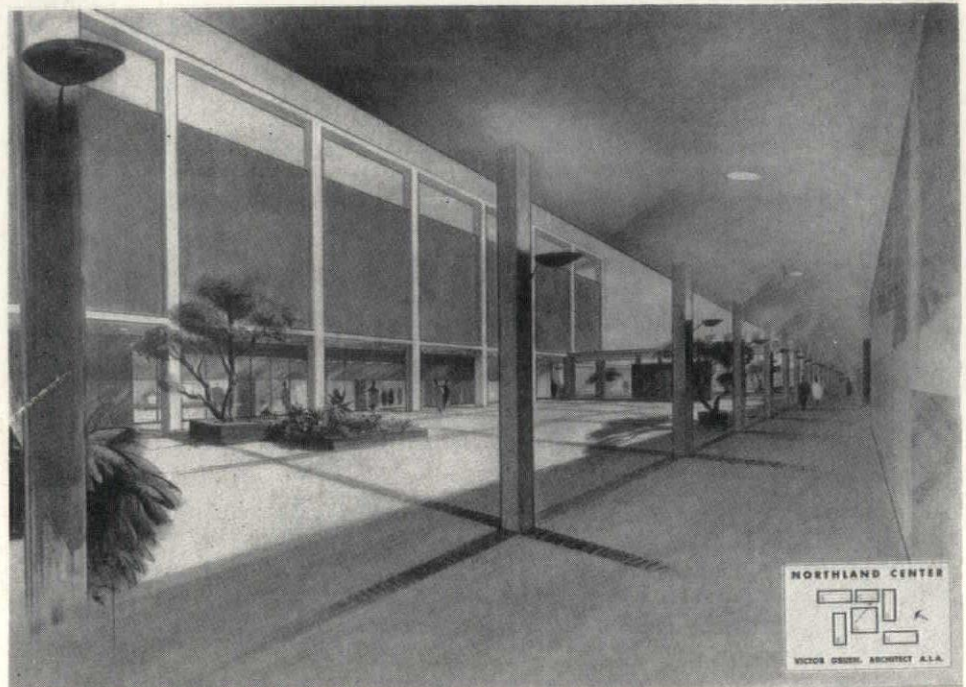
The Right Leases

This does not only refer to the rents the tenant has to pay, which should be high enough to give the shopping center operator the possibility of maintaining and operating it in the most efficient manner and pay him a profit, as well as amortize his expenditure — and be low enough to put each tenant into a competitive position with tenants of other commercial areas — but it concerns many factors which are decisive to the appearance of the center.

At Northland the lease imposes certain controls and restrictions. Store fronts are subject to the overall control and coordination of the project architect. Signs are limited in their size and placement. Colors must be coordinated to the shopping center as a whole, and to the immediate neighbors of each of the stores. This does not imply uniformity. This does not suggest that each store front will look like every other. It is essential and inherent in merchandising activities that the store fronts should be individual, typical of that store type and that store activity.

It does not mean that signs should be all alike — that a monotonous row of identity will result. It means only that uncontrolled competition for attention,

WEAKER STORES ARE PASSED ON THE WAY TO STRONG ONES



flickering, moving, glaring, and bizarre size will not be permitted.

It does not mean that a drabness of color will be characteristic of the center. It means only that each store with its own character, its own identity, will have a pleasant rather than a dissonant relationship to its neighbor and to the character of the building which encloses it.

The lease spells out clearly the provisions for heating and air conditioning. Because Northland is an integrated shopping center it is in a position to take advantage of all of the benefits and maintenance and operation that can be achieved by central steam and chilled water plants. A proper distribution of the capital costs and the maintenance and operations of these plants on an equitable basis is expressed in the lease.

Provision is made for the establishment of a merchants' association, with the obligation of each merchant in the center to belong. This association of the tenants can establish, in cooperation with management, the opening and closing hours, advertising policies, promotional activities; can cooperate in the maintenance of the parking lot and landscaped areas, the court, mall, and terrace areas which are all a part of their common occupancy of the center.

The Right Shopping Atmosphere

Merchants have realized for a long time what the right shopping atmosphere for the interior of their stores should be. They know that they will sell more merchandise in pleasant, quiet, and beautiful surroundings. They know that colors and lighting play a decisive part. They know that services, which in themselves might not be profitable, help the business of the whole — like restaurants, restful vistas, skillful interior displays, etc., etc. Even art

exhibits have found their way into department stores.

We have approached the design of the courts and malls with the feeling that, in contrast to the stores which surround them, they should be kept as park-like as possible, with little or no emphasis on commercial activity. A certain discipline is imposed on the designs by the regular and strict character of the center itself.

In analyzing what people seem to expect in parks and quiet areas we found the range of elements rather limited: Shade, rest benches, and sheltered areas; patches of green . . . place to picnic or snack in the open air, and watch the children play . . . a zoo, or an aviary, or an aquarium where they can see strange things from far places . . . a botanical garden for exotic plants and fascinating flowers . . . a little sculpture . . . some flowing, splashing water in a pool . . . perhaps some drawings or paintings on exhibit, or a chance to listen to a band or an orchestra or a chorus . . .

These are the things that make up our parks and our playgrounds. These are the elements we have included in the program and, where possible, we have tried to find commercial ventures which could support themselves while still offering these attractions. In addition, provision is made for promotional activities by the shopping center itself. Fashion shows, outside in the summertime, inside during the winter months, art shows, model homes, horticultural, Santa Claus, the Easter parade, etc.

Then there are purely community needs to be satisfied. Provision is made for a small auditorium in addition to that in the department store. Related to this auditorium are meeting rooms for Boy Scouts, Girl Scouts, club rooms

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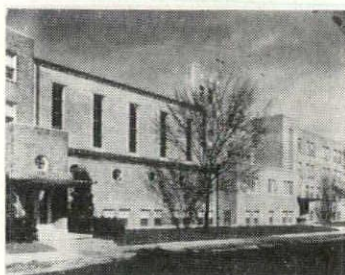
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for the Elks, the Kiwanis, League of Women Voters. Little services like drinking fountains, locker groups, mail boxes, directional and orientation maps, public restrooms, are all provided.

These are the elements we used. For example:

The feature of the Nine Mile Court is the botanical garden in the guise of florist and nursery. This will, as a permanent part of the store, grow many strange and interesting plants; philodendron from South America and Mexico, orchids from Hawaii, camellias, gardenias — all growing and flowering within the glassed and protected enclosure. In the summer the garden can expand to the outside. Flowers will be sold, plants ordered from sample stock, seasonal promotions for Easter, Thanksgiving, and Christmas . . . by using the area as an order section only, and shipping from a warehouse, quite a volume of business could actually be transacted.

A picnic area, and shaded rest pavilion, is part of a snack bar. This shelter can be partially closed off with glass in the wintertime so that out-of-the-pressure eating will be possible all year round. Back of the snack bar a big directional map, a locker group, and a drinking fountain are tied into the wall.

Large trees are scattered throughout the court for here we are on unexcavated ground. Benches, a little shrubbery, a little lane complete the picture.

The Buffer Areas

And now comes another, and one very often overlooked but overwhelmingly important point — the coordination of the entire shopping center with its residential surroundings. "Don't bite the hand which feeds you!" Only a flourishing residential area around the shopping center, though not necessarily immediately adjoining, will guarantee healthy conditions. If the residential areas in the vicinity of the center should suffer, this will result in blight, and this blight will grow in all directions, depressing real estate values, and ruining the character of a wider and wider residential area. Therefore, only the shopping center of which the people living around it are proud, and which they regard as an asset to their residential area instead of a blemish, will on the long run be successful. Avoid noise, glare, traffic into residential side streets, and ugly commercialism.

Not so long ago, in this same room, many of us heard an inspired talk by Buckminster Fuller about comprehensive design. I believe that the story of the architect's role in shopping centers illustrates his point.

Only by understanding and successfully coordinating the technical, mechanical, engineering, sociological, economic, and emotional factors underlying the problem — in other words, only by application of comprehensive design — can shopping centers be successfully created.

SCHEDULE OF SPECIAL ISSUES MONTHLY BULLETIN

Michigan Society of Architects
For 1952

MARCH—M.S.A. 38th ANNUAL CONVENTION NUMBER (Hotel Statler, Detroit, March 5-8, 1952)

APRIL—ANNUAL M.S.A. ROSTER (ALPHABETICAL)

MAY—WESTERN MICHIGAN CHAPTER NUMBER

JUNE—ALBERT KAHN ASSOCIATED ARCHITECTS & ENGINEERS, INC.

JULY—GIFFELS & VALLET, INC., L. ROSSETTI ASSOCIATED ENGINEERS AND ARCHITECTS

AUGUST—M.S.A. ANNUAL MIDSUMMER CONFERENCE NUMBER (Grand Hotel, Mackinac Island, August 1-2, 1952)

SEPTEMBER—SMITH, HINCHMAN & GRYLLS, INC., ARCHITECTS & ENGINEERS

OCTOBER—M.S.A. ROSTER (BY LOCALITIES)

NOVEMBER—DETROIT CHAPTER, A.I.A. NUMBER

DECEMBER—SAGINAW VALLEY CHAPTER, A.I.A. NUMBER

Architectural Forum, the Magazine of Building, features in its current issue a 7-page illustrated article about a modern house in Greenwich, Conn., by Detroit architects, Leinweber, Yamasaki and Hellmuth.

Captioned "A House Hidden in the Woods," the article states that architect Minoru Yamasaki's problem was to design a house at the foot of tall pine trees, "that seem to tower all the way into the sky . . . that has many new things to say to man, architecture and nature — and the manner in which these three can exist side by side."

The answer, the magazine states, is Yamasaki's answer of Japanese architecture: respect nature and insinuate the architecture with subtlety and grace.

"And so he has built a great rambling house that is virtually hidden among the trees when seen from a distance—a house, however, that begins to assume crisp and disciplined forms and patterns as you get closer to it; a house in which the sky is always visible (in patches, as if seen through treetops); a house full of sun, flowers and plants."

EDWARD McFAUL, lecturer and teacher, will be the speaker at the Michigan Building Industry Banquet, concluding event of the Michigan Society of Architects' 28th annual convention at Hotel Statler in Detroit, March 7, 1952, it is announced by Paul R. Marshall, Banquet Committee Chairman.

The Banquet is sponsored jointly by the Society, the Builders and Traders

Exchange and the Producers' Council. On the committee, Amedeo Leone, Linn C. Smith and Talmage C. Hughes represent the Society; Edwin J. Brunner, Al Brodine and Marshall, the Exchange, and Dayton L. Prouty, R. B. Richardson and Joseph Busse, the Producers.

McFaul, for the past 20 years has been active in the fields of teaching, personnel management and selling. He received his MA degree from the University of Michigan and continued his formal training at Harvard School of Business Administration. He was chairman of speech department at DePaul University and lecturer in advertising at Northwestern University.

* * *

ALEXANDER GIRARD, chairman of the committee on allied arts for the Detroit Chapter of The American Institute of Architects is engaged in a project to redesign the printed matter for all of the architectural organizations in Michigan.

Serving with Girard are Morris Jackson and Talmage C. Hughes.

Principal consideration is the Monthly Bulletin of the Michigan Society of Architects, which will come in for complete revamping, including cover and inside pages, both as to editorial content and advertising.

"The purpose is," said Girard, "to make the Bulletin of ever-increasing interest and value to its subscribers and advertisers."

* * *

HENRY W. MASON, formerly with the John A. Mercier Brick Company, announces the formation of Mason Brick Company, with offices and display rooms at 12830 Greenfield Road, Detroit 27, Mich. The telephone number is BRoadway 3-3737.

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HARRY T. SMITH

Harry T. Smith, A.I.A., a member of the Detroit Chapter of The American Institute of Architects, died at his home, 1029 Mason St., Flint, on January 10, at the age of 67.

Born in Bolton, England, he received his early education there and came to America with his family in 1903. He continued his schooling at Detroit's Central High School and Detroit University School. He later traveled and studied in England.

He was for many years with the office of W. E. N. Hunter, architect, of Detroit, was registered in 1916 and began his own practice that year. He went to Flint in 1929.

Mr. Smith first became a member of The Institute in 1922. He had just been made a member emeritus, on December 31, 1951.

Surviving are his wife, Sophia; two brothers, Charles, of Detroit, and Fred, of Zephyr Hills, Fla.; a son, John, of Saginaw; a daughter, Mrs. Helen Hammond, of Kansas, and five grand children.

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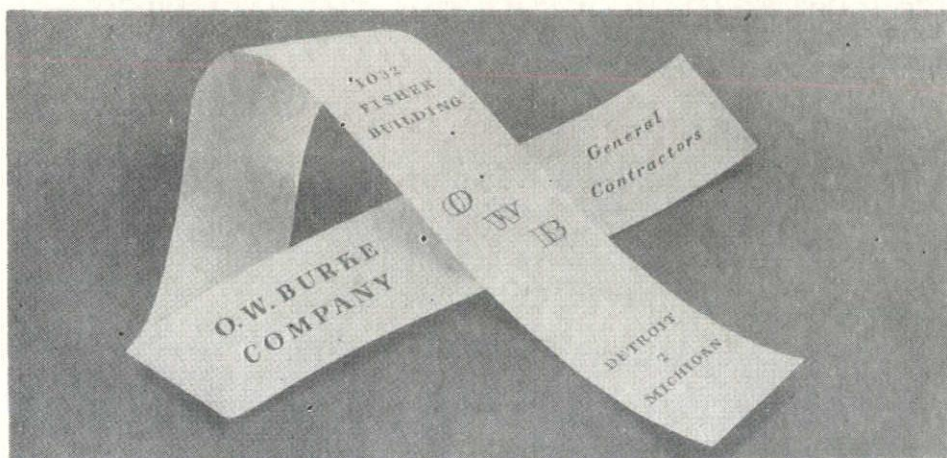
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TREND IN ARCHITECTURAL DESIGN FOLLOWS THAT OF LIVING

By LAURENCE W. SCHWALL, A.I.A.

"Modern Architecture and Future Trends" would indicate that the subject matter is something both formal and formidable. Let me assure you that such is not the case. The material I have here elaborates a bit on a few random thoughts which reflect, somewhat, a few pet ideas developed during my experience as a practicing architect.

Charles Kettering, the General Motors man, once said, "We should all be interested about the future, because it is where we are going to spend the rest of our lives." Note the word "interested" which is quite different from worry or concern. In these days of rapid changes in taste and design, there seems to be much concern with the future of architecture. People look back at what has been done in the past, and sometimes actually worry about what is to come in the future. They forget that all architecture, while it is being created and executed, is contemporary architecture. For example, the buildings of ancient Greece and Rome, which we now label as classic were at one time contemporary. They were designed to fill a particular need at a particular time. And I'll bet that even then the designers were damned by some for making them too extreme, too radical, or, if you'll pardon the expression, "too modern."

Personally, I'd like to eliminate that word "modern" as it is coupled to architecture. To many people the word means something radical or outlandish . . . to others it means any one-story house, or a flat-roofed house, or one without a basement.

To my way of thinking the trend of architecture today is very closely associated with the trend of living today. In some instances architectural design is considerably ahead of the times; in other instances architects tend to be quite conservative. Generally, however, living and architectural design mirror each other or complement. In a sense then, living people put the spark of life into architecture. By their everyday habits they contribute to the main function of architecture. Those habits then become the governing factor in design.

Trend to Simplification

If any one word describes the trend today, it is SIMPLIFICATION. We've been working toward that for a long time . . . we are still far from it, but we are getting there.

Let's look back a bit. Time was when a man's station in life was best indicated by the number of rooms inside his home, and the amount of ornamental work outside. The dividing line between indoor and outdoors was more real than walls of brick, wood or stone. It was a feeling built right into those houses—a feeling of definite separation. These days we try a combination—to the point of bringing the outdoors in—and to considerable extent the indoors out. It is more than just visual extension. It is designing to accommodate the broad and free trend of today's living, wherein we have come a long way.

LAURENCE WILLIAM SCHWALL, A.I.A., President of the Association of North Shore Architects, maintains his architectural offices at 317 Howard Street, Evanston, lives at 806 Ouilmette Lane, Wilmette, Ill.

The material herewith was presented before the Evanston-North Shore Board of Realtors, was later published in the Glencoe (Ill.) News.

Not Limited in Form

Today's architecture is not limited to any particular form. More and more people realize the advantage of a home designed from the inside. Sometimes these same people fail to realize the importance of the home and the home-site as a unit. The best homes of today—speaking of design, of course, are the homes that have a unity about them. A unity which includes the ground upon which they rest and the natural surroundings, too. This feeling is emphasized by glass areas and wide overhangs that draw the building and land together to create a pleasantness of sight—inside and out. Much like the words and music of a lovely song. Alone they are just elements—together they become a composition.

Not too long ago rooms had doors designed to be closed most of the time . . . rooms that were cell-like and intended for a specific purpose at a specific time. Now emphasis is on flexible arrangements that keep an open effect and create an illusion of more space. The proper use of storage units, sliding or folding doors, makes for more usable inches in the overall area.

Abused Expression

Mr. Webster defines the word "MODERN" as "of the recent time or the

present" . . . yet insofar as architecture is concerned, it is one of the most abused words in our language. I must admit being completely at a loss when asked, "Are all your houses modern?" Perhaps someday I'll find the answer.

Yes, I believe that whether we admit it or not, we are working toward simplification. It allows us to be more natural, more comfortable and informal. And informality seems to be more and more, a distinctive American characteristic.

We Americans have a — should I say STYLE?—of architecture that has evolved the past decade or so. Because it grew from the needs of typical American families I don't believe it will ever become dated or out-dated. It grew naturally, as it was planned around the lives of American families. It incorporates all that means living to them. It will never be tabbed as any special period as it will be ever-changing. And it can't help but continue to change as our own lives and habits do every day. The great improvements in the products that make up our homes are as responsible as the design.

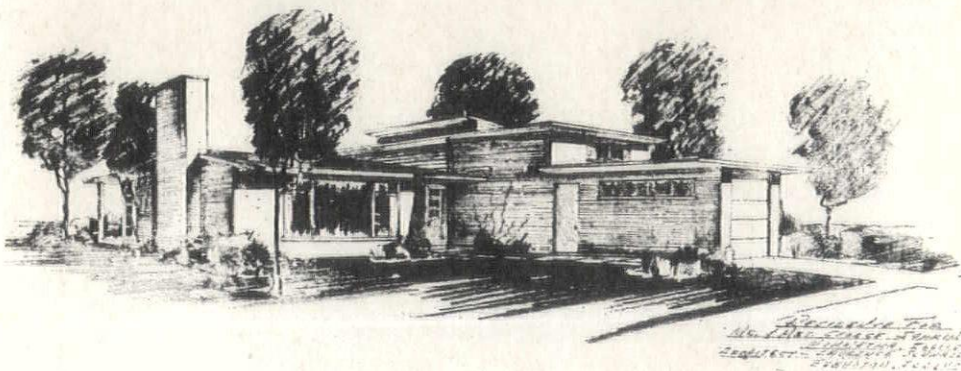
Appreciation of Beauty

We are learning to appreciate the beauty of natural wood, stone or brick. This is evidenced by the increase in use of exposed construction. People aren't afraid to let wood look like wood, or stone like stone. Many of you recall when it was the vogue to make materials look like something they were not . . . in fact they were so treated and given so many coats of something or other that it was anyone's guess as to what they had looked like originally. Today we use protective coatings to keep materials in their original form . . . not trying to disguise them, but only to keep them as natural looking as possible.

I get more than a bit disturbed when I hear someone talking about the wonderful old houses that were built many years ago. "They sure knew how to build a house in the good old days," they say.

Result of Research

Most houses being built today are far better than houses built a genera-



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tion or two ago. I for one wouldn't even dare to guess at the amount of research that has gone into materials used in a home of today. The unsung heroes that developed these materials that build better houses, have played a major role in American architecture.

Too, we can't overlook color. Color plays an integral part in the home. I notice more and more the tendency to use nature's colors as nature supplied them rather than trying to improve on them. We are doing more blending and less contrasting. Overall the appearance of our homes is becoming more restful and harmonious.

I sometimes think we go off the deep end on certain ideas, which quickly become architectural clichés. I feel this way about picture windows. Nowadays any large piece of glass used in a home suddenly becomes a picture window. Obviously it should frame a pleasant view and not a neighbor's garage. Improper use has placed many families in gold-fish bowls which result in drawn draperies 24 hours a day. Probably the slick-paper home magazines have fostered these ideas of separate and unrelated designs.

Danger of Imitation

Seeing is believing, or should I say—Monkey See—Monkey Do. This is true of all of us. Unless we see certain methods applied and applied to our own advantage we refuse to believe they can be to our advantage. Perhaps the trick is in making the public see them.

For the past few years I have participated in the Chicagoland Home and Home Furnishings Festivals. I learned a lot from them. Most important. I believe I have learned first-hand what the average Mr. and Mrs. American is looking for in a home. Here were splendid opportunities to sift the comments of thousands of people as they were exposed to new ideas and new materials. The houses were built with an eye to what the public would like to see were they not affected too much by tradition, budget and impractical ideas—picked up by God knows where.

Above all, they want their homes to perform realistically. They want rooms to mean room for all. They don't particularly want them labeled. They demand they serve many purposes . . . call them family rooms, multi-purpose rooms, activity rooms, call them what you may, but the rooms must work. They must give room for a family to be a family and to serve the habits of the families who will do their living there.

I don't believe any trend we are experiencing today is a mere flair of the times. I sincerely believe that for the first time we are developing a simplification that will shelter Mr. Jones in a home that will let Mr. Jones live like Mr. Jones should live. And Mr. Brown will live like Mr. Brown. We are reaching the point where we are not afraid to live like individuals and we are not afraid not to copy Mr. Jones or Mr. Smith if we don't want to.

Clients Control

In the final analysis it is the architect's clients who control the trend of architecture. The client—God Bless him—has a power all his own . . . the purchasing power. It is what he sees, what he reads, what he wants that controls today's architecture. Say what they will about Mr. Blandings and his dream house, the architect can't help but feel grateful to him . . . he at least let people know there was such a creature as an architect.

It is a healthy sign to my way of thinking if a client comes to me WITH-OUT a sketch of another person's home. Then and there I know he is on my side. He is looking for a home of his own—one designed to meet the needs of his family. Yes, it is a healthy sign . . . he is looking for an architect.

In closing I should like to quote a favorite of mine—those wonderful words of Daniel Burnham, one of the master architects.

"Make no little plans; they have no magic to stir men's blood and probably themselves will not be realized.

"Make big plans; aim high in hope and work, remembering that a noble logical diagram once recorded will never die, but long after we are gone will be a living thing—asserting itself with evergrowing insistency. Remember that our sons and grandsons are going to do work that would stagger us. Let your watchword be order and your beacon beauty."

ASCE DINNER MEETING

AMERICAN SOCIETY OF CIVIL ENGINEERS will hear a lecture on "The Architectural-Engineering Story of General Motors Technical Center," delivered by Robert F. Hastings, A.I.A., vice-president of Smith, Hinchman & Grylls, Inc., architects and engineers, in the auditorium of The Engineering Society of Detroit, 100 Farnsworth Avenue in Detroit, at 8:00 p.m., Friday, February 22.

The lecture, which will be free and open to the public, will be preceded by a subscription dinner in the same buildings, to which guests are invited. Reservations should be made by calling ESD not later than Wednesday, Feb. 20.

The GM Technical Center was designed by Eero Saarinen and Associates, Smith, Hinchman & Grylls, Architects and Engineers. Bryant & Detwiler were general contractors.

Hastings, a member of the Detroit Chapter, The American Institute of Architects, graduated from the University of Illinois in 1937 and began with S. H. & G. in their structural engineering department the same year. He was project director of the GM Technical Center. His talk will cover the various phases of planning, design and construction of the center, which, after its recent completion, created nationwide interest and was published extensively in the architectural press.

SAARINEN TO EUROPE

EERO SAARINEN, president of the Detroit Chapter of The American Institute of Architects, has been appointed a consultant on the new UNESCO building to be erected in Paris, France. The building is to be a permanent headquarters for the UNESCO organization, which carries on a program similar to UN but on a smaller scale.

The building is to cost approximately \$6,000,000 and is to be located just south of Ecole Militaire in Paris.

Architect for the project is M. Beaudouin, of Paris, who will have two consultants—one an English architect, Howard Robertson, and the other Saarinen, representing the United States.

The consultants' work with the principal architect will be limited to two weeks during the preparation of preliminary plans. After these preliminaries have been prepared they will be reviewed by an international committee of five architects, of whom Le Corbusier of France is the only one so far appointed.

Saarinen will leave for Paris on February 2 and will return about February 24.

ADVERTISING PACKAGE

Official publications of architectural organizations in four states have banded together to offer an advertising "package" on a regional basis that will reach registered architects in Michigan, Ohio, Pennsylvania and New York—a majority of the nation's planning profession, who do sixty per cent of the construction projects.

Meeting in Cleveland last week, were Talmage C. Hughes of Detroit, publisher of the Monthly Bulletin, Michigan Society of Architects; Julian Kahle, Buffalo, Empire State Architect; Charles Burns, Cleveland, Ohio Architect, and John McKee, Pittsburgh, The Charette.

"No changes in publication or editorial policies are contemplated," it was explained by Hughes, who added that, "each publication will maintain its identity while simplifying the placing and processing of advertising directed to architects, effecting a considerable saving to national advertisers."

Bulletin:

The Bulletin gets better each issue, is entertaining now as well as informative. It little resembles the house organ style *d'outre temps*.

I liked "Give ME a House I can Hide in!" I still have a foible for the old-time BIG house. My hiding is done in a ground-floor library or the adjoining smaller study. A fireplace in the former aids the heating plant when needed, but is not often lighted as I do not like overheated houses.

Professor emeritus Carl Gilbert Gaum, Cleveland, Ohio.

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ARCHITECT OF THE MONTH

LEO M. BAUER

Born January 30th, 1892, at Horton, Kansas.

Attended St. Leo's Parochial School and was graduated from Horton High School in 1910.

University of Illinois, Class of 1914, Bachelor of Science in Architecture. Supervising Architects Office, University of Illinois, 1912-1913.

Designer for V. Bauer and Sons, Horton, Kansas, 1914-1916.

Co-Founder of Alpha Rho Chi Fraternity 1914, and First National President, 1914-1915.

United States Navy, Officers' Material School, 1917, Chief Draftsman, George W. Graves, 1917-1922.

Associate; Stratton and Snyder, 1922-1925.

Entered own practice in July, 1925.

Member Engineering Society of Detroit.

Director of Michigan Engineering Society.

Affiliate Council E.S.D.

Member Detroit Chapter American Institute of Architects, and Chairman of Committee on Professional Practice, 1941-1947. Chairman Committee on Public Relations, 1951-1952.

Author "Standards of Professional Conduct" and "Office Practice."

Director and Secretary of the Michigan Society of Architects, 1949-1950; President, 1951-1952.

President Detroit Illini Club, 1925-1931.

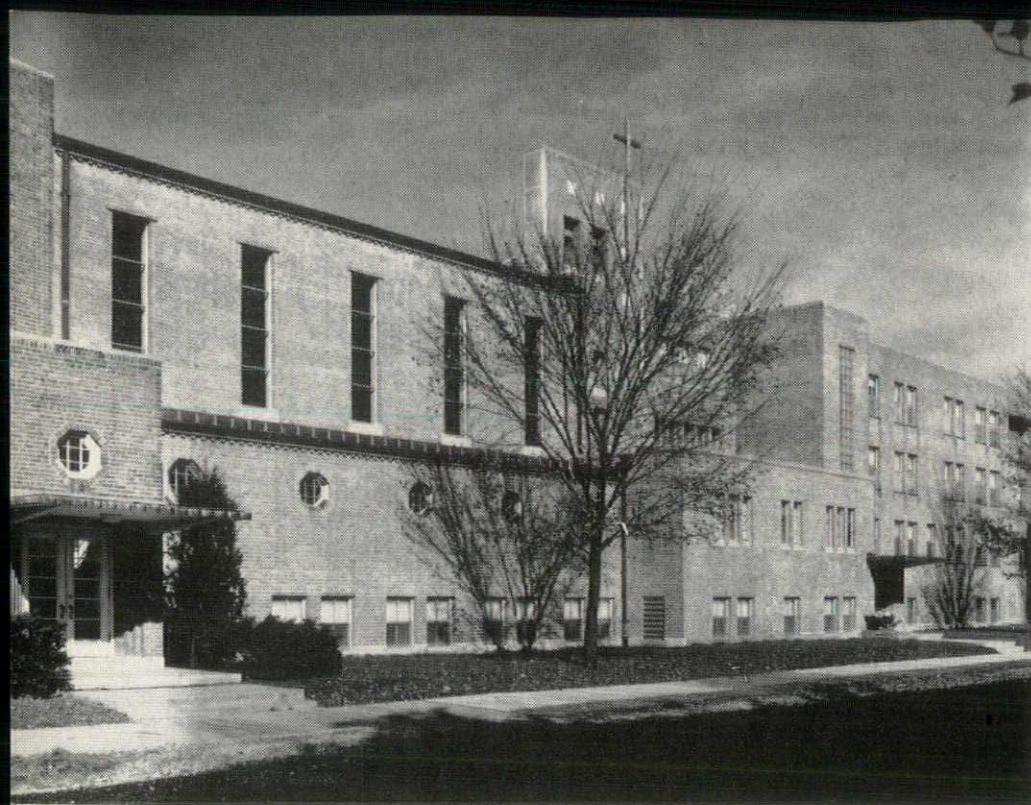
Director of Pilgrim Investors, 1947-1951.

Committee on University Architecture, University of Illinois Alumni Association, 1942.

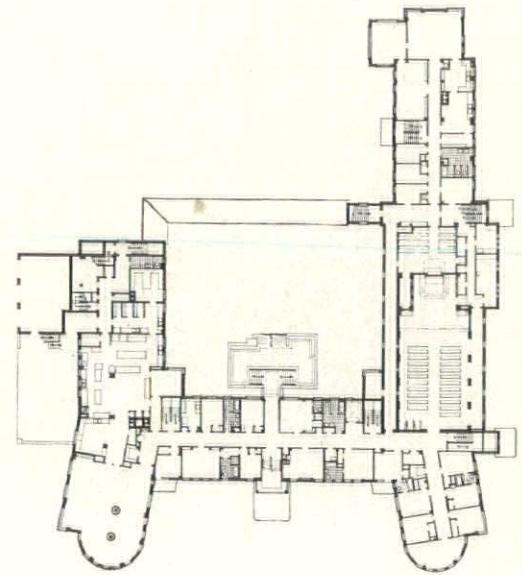
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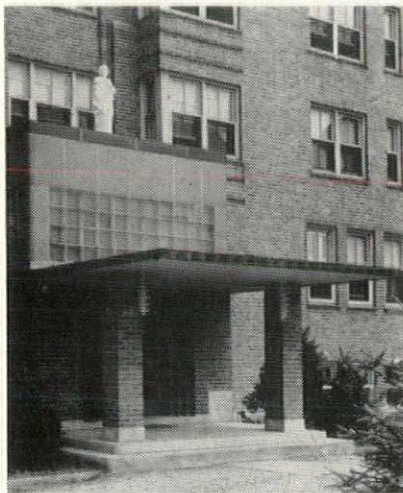
FIRST FLOOR PLAN

SAINT JOSEPH'S HOME FOR

Saint Joseph's Home for Aged is an unusual building, in that it combines the full facilities for a home for aged with that of a community of religious, which latter attend to the needs of the aged guests. The first unit, housing only the aged, was completed in 1937, while the chapel-convent, as an addition to the original facilities, was completed in 1951.

In this building the guests are afforded full facilities for recreation, most comfortable living, and opportunity is given all to practice their own religious beliefs. The building has a capacity for eighty guests and not less than 35 for the Community of Religious, which latter facility is apart from the Home. There is an oratory in connection with the chapel.

The building is fully air-conditioned through means of panel heating and cooling to suit the requirements and



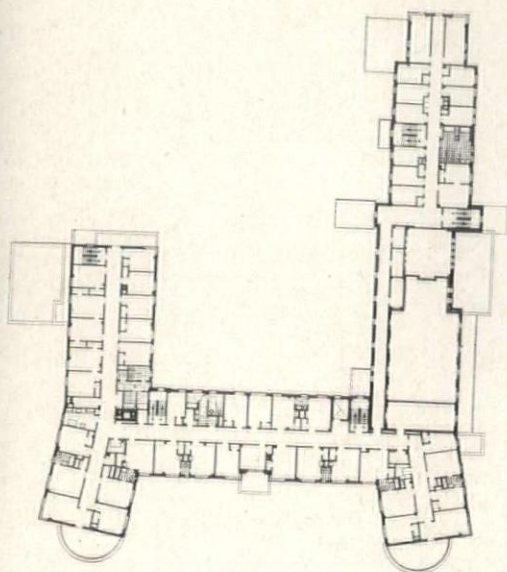
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RECREATIO





SECOND FLOOR PLAN



BRADLEY PHOTO

THE AGED, DETROIT, MICHIGAN

comforts of the occupants. Inter-communication is provided between the two facilities.

Much research was attached to the construction of the building. Herein was developed a method of sound non-conduction for masonry partitions through means of a specially designed aggregate mortar. In addition, a specially designed fireproof and waterproof enclosure for blanket insulation was developed, so made necessary because of thin spandrel walls and the extreme

high heat required by occupants of the building. Such design eliminated usual wall condensation. Such type of insulation was not in use prior and, because of this specific installation, manufacturers have since used the type developed for this structure.

The building is of contemporary design and well suited to the occupants of the building.

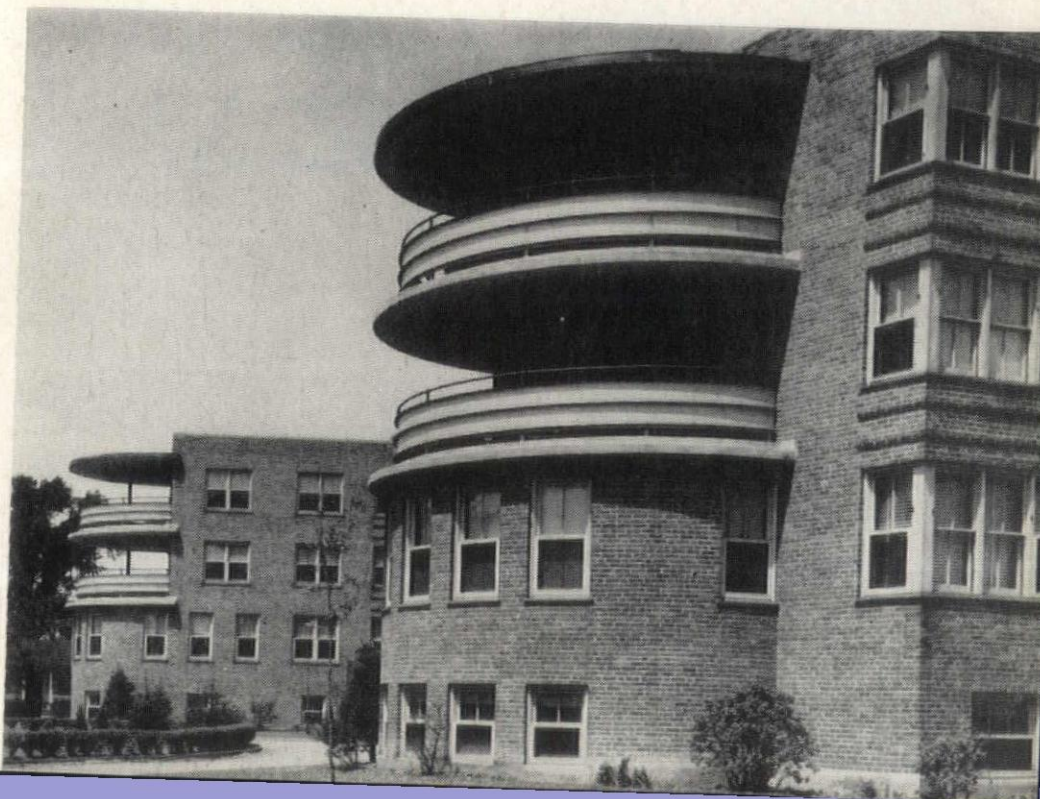
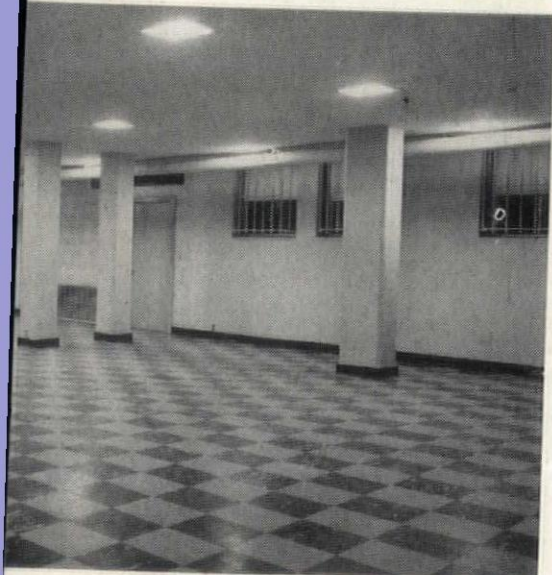


DETROIT EDISON PHOTO

TEBBS PHOTO

COMMON (BELOW)

DETROIT EDISON PHOTO





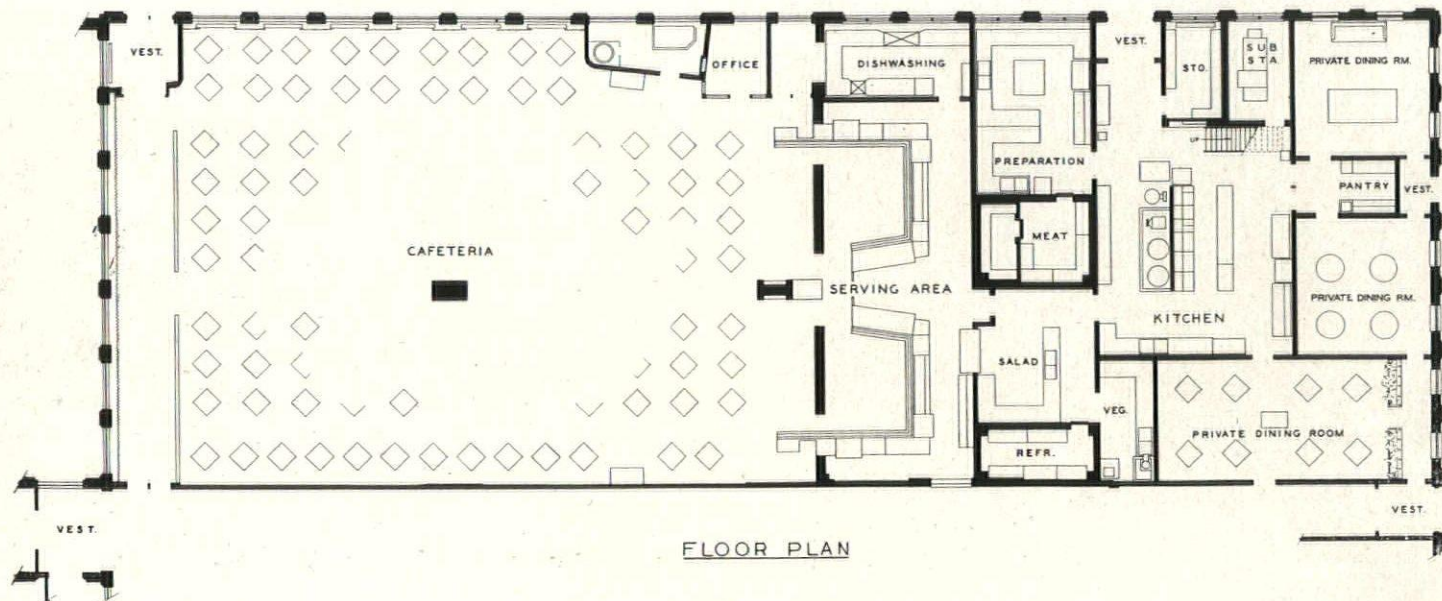
FORD MOTOR COMPANY CAFETERIA, KITCHEN,

The cafeteria and kitchen are constructed within a large area of the Dearborn Engineering Laboratory Annex. The cafeteria has a capacity of 500 at one sitting, and 1600 meals may be served during a nominal lunch period.

Adjacent to the cafeteria is the serving area, and an ultra modern kitchen 68' x 72' in size. The kitchen is located between the cafeteria and three private dining rooms, one of which is used for conference luncheons by Ford engineer-

ing executives.

The decor of the well lighted cafeteria contains restful color combinations, accented by draperies in complementary colors. No expense has been spared in the design of the serving and





PRIVATE DINING ROOMS, DEARBORN, MICHIGAN

kitchen equipment in providing the very best in efficiency and labor-saving devices. The kitchen is entirely all-electric, and of special interest is the installation of garbage disposers in each department of the kitchen. Adequate

food refrigeration includes walk-in boxes, with a special deep freeze unit, where frozen food is stored. The system of lighting is fluorescent and recessed units. A 300 KVA substation was installed for the project.

The cafeteria, kitchen and private dining rooms are all fully air-conditioned for summer and winter.

The cafeteria has been publicized as one of the best in the Ford system.

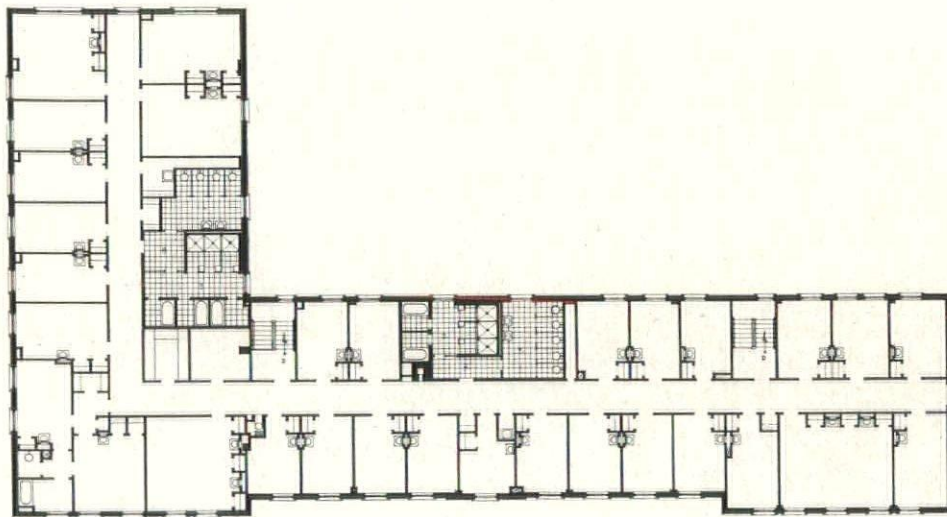
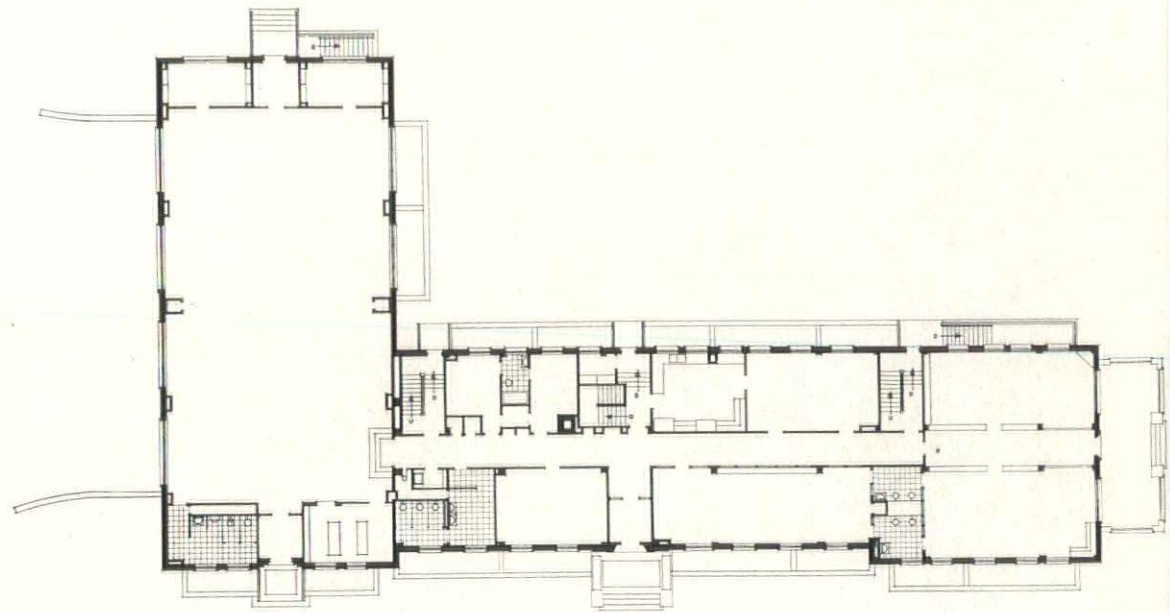
CONFERENCE PRIVATE DINING ROOM

FORD MOTOR CO. PHOTOS



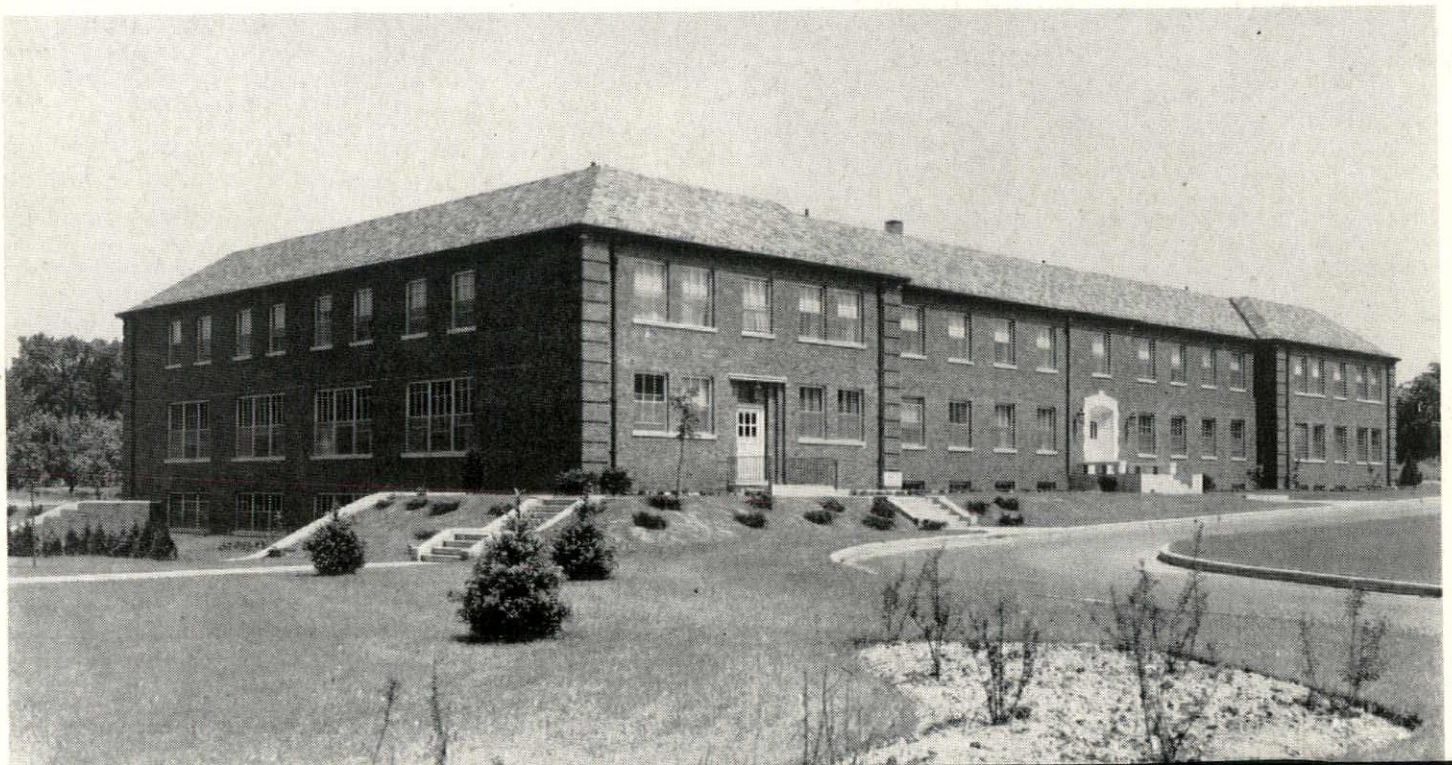
RIGHT:
FIRST FLOOR PLAN

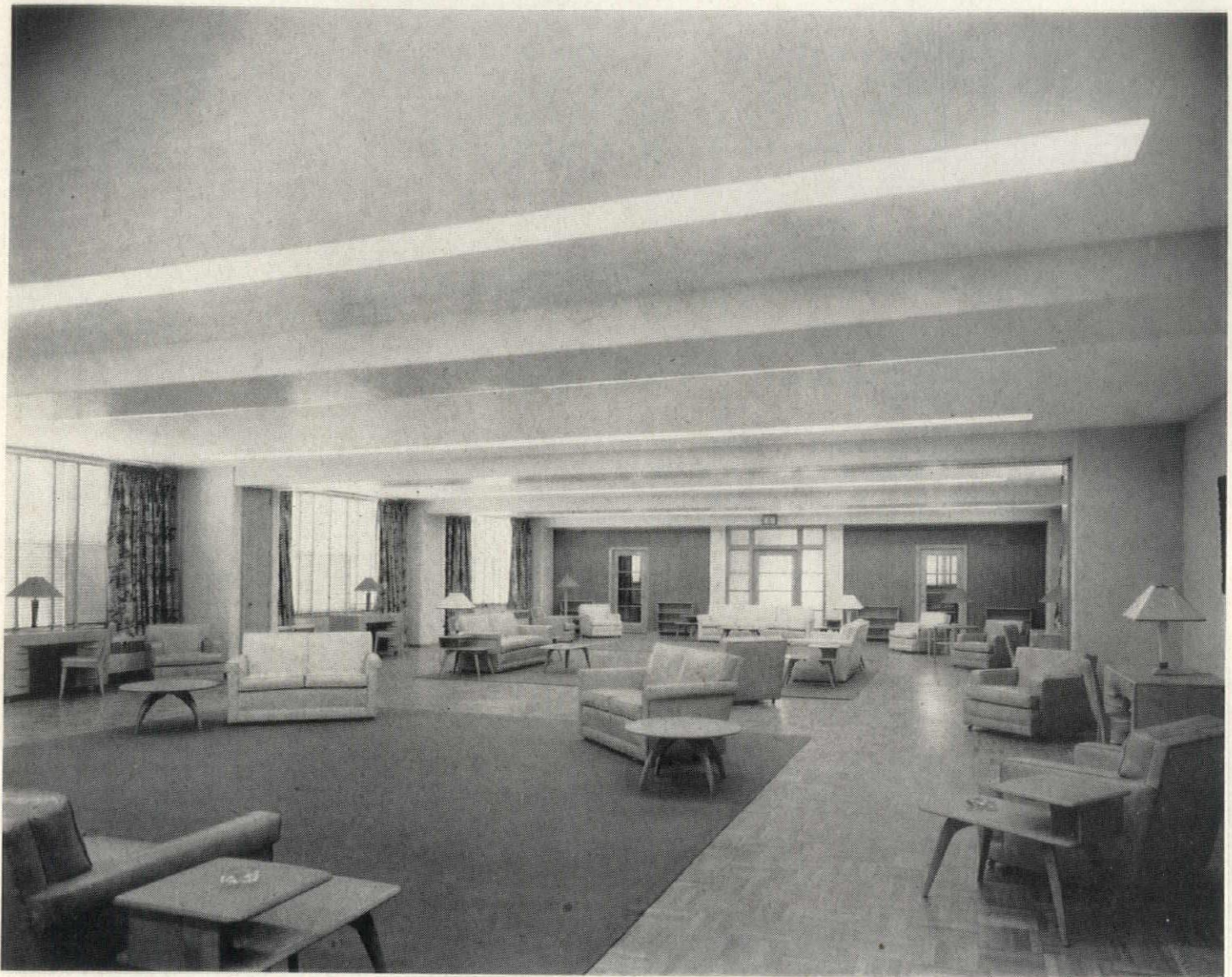
BELOW:
SECOND FLOOR PLAN



STAFF
AND
SERVICE
BUILDING

SARAH FISHER AND ST. VINCENT'S HOME, FARM





GTON, MICHIGAN

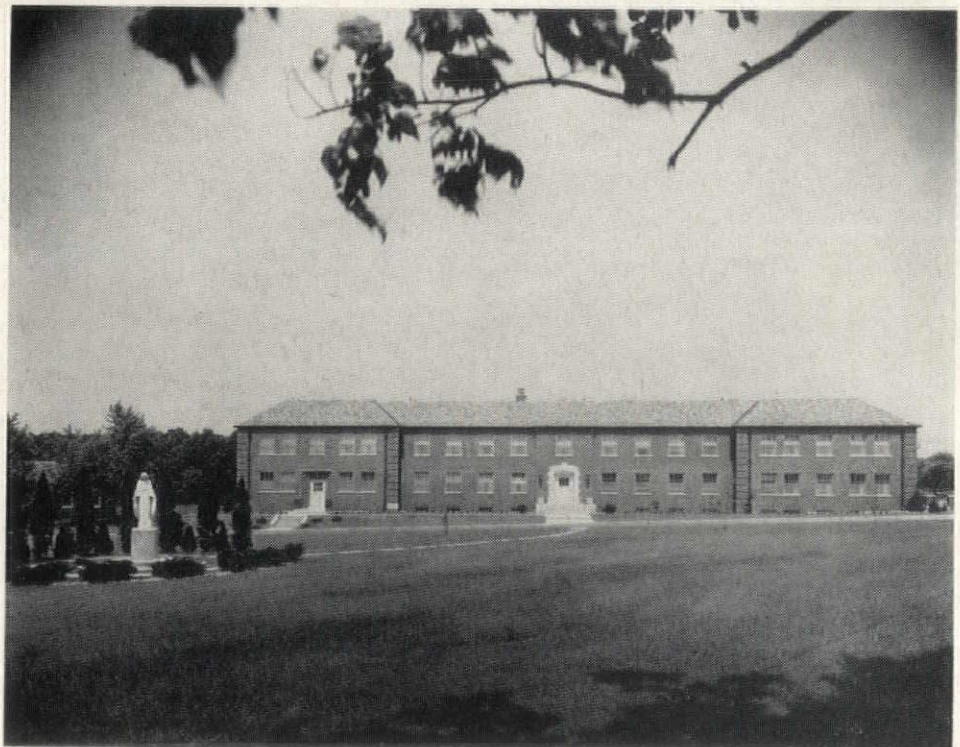
The Staff and Service Building is a combination of nurses' personnel, a nursery and recreation units. During their training period the nurses supervise all activities of children from age 3 upwards. This building is one of the few such buildings in the nation so dedicated.

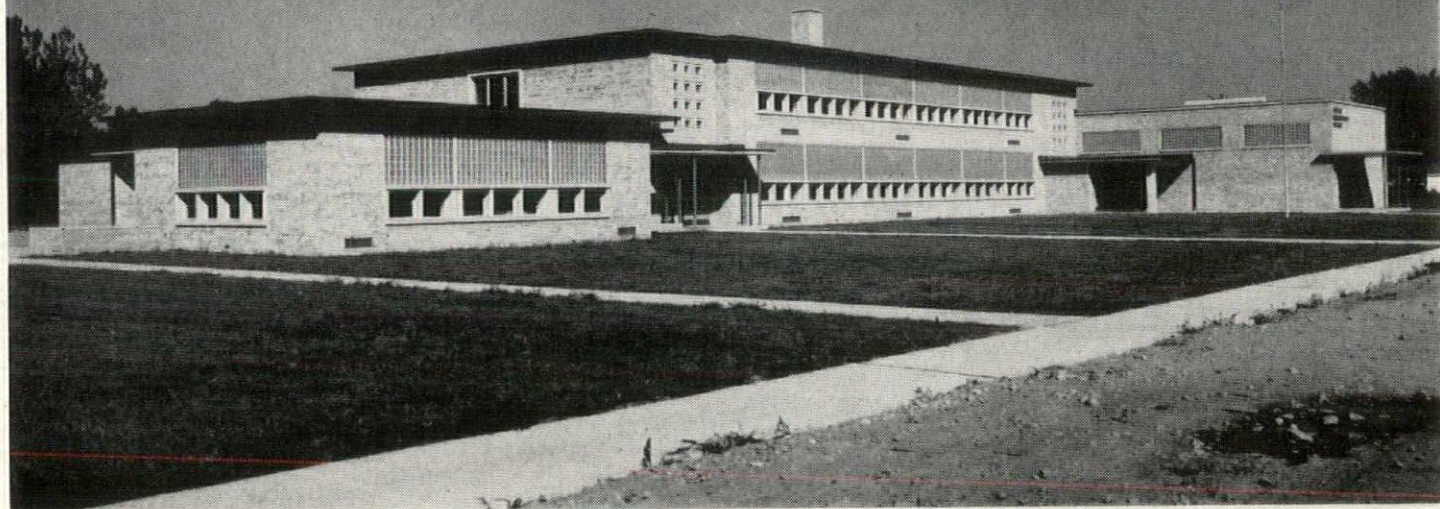
The building contains a large play room, water play pool, psychoanalysis department, snack room and utility rooms on the ground floor. The first floor contains a large lounge, conference room, offices, auxiliary kitchen, dining room, nursery and sleep rooms.

The second floor is devoted entirely to private rooms and dormitories for the training personnel.

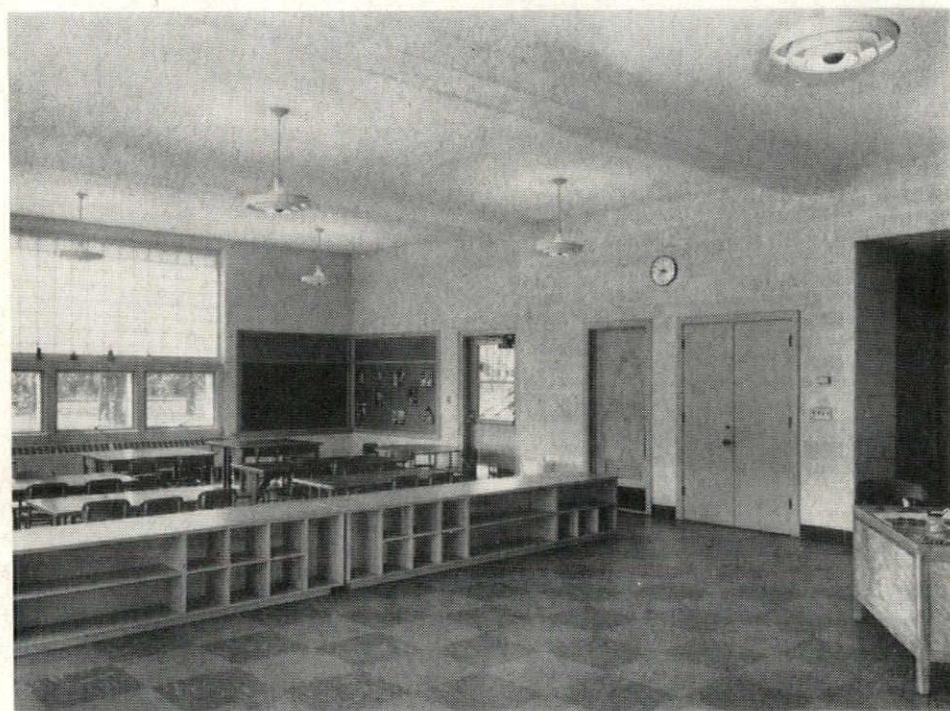
By reason of precedent already established through existing buildings, the design of the building follows closely those of the buildings already erected.

Heating is supplied through a central plant located some distance away.





MAXINE ELEMENTARY SCHOOL



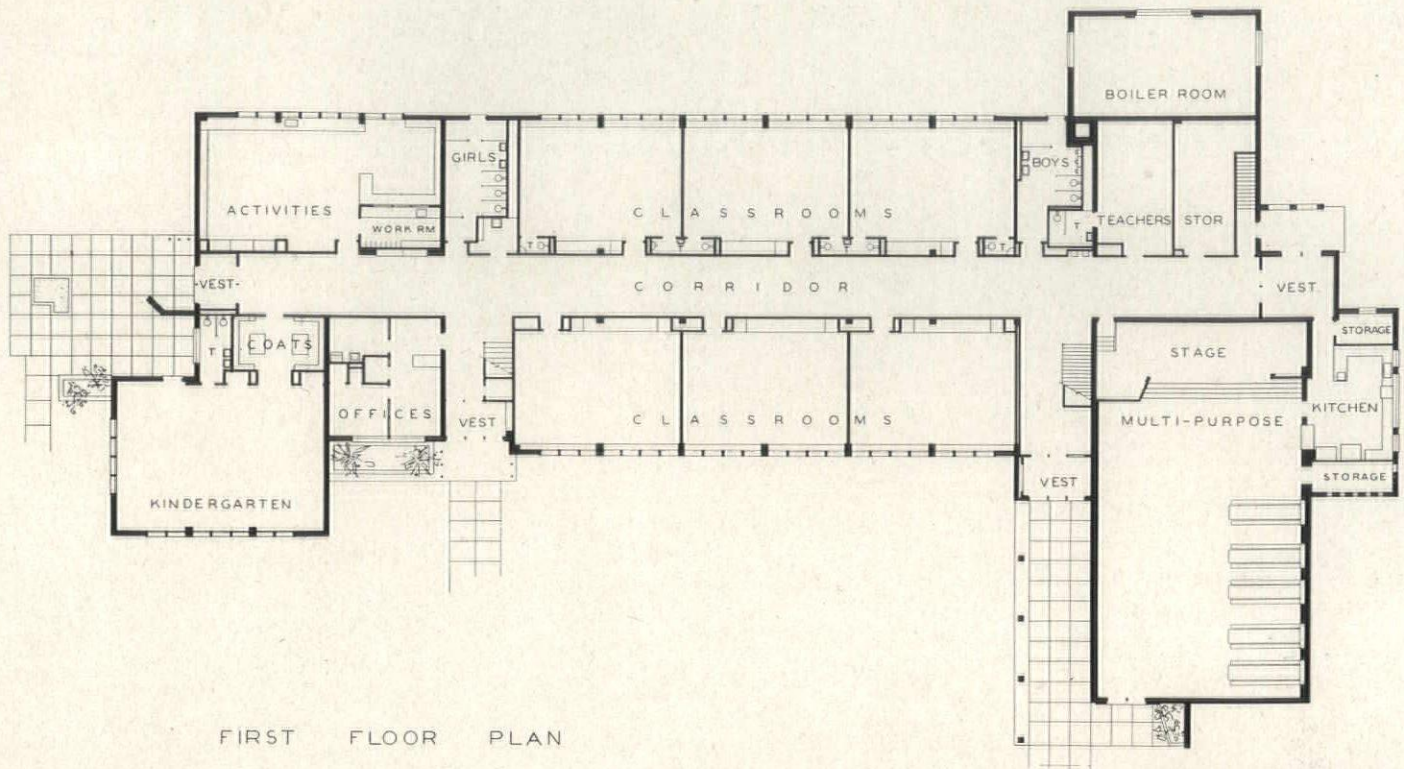
This school building is one recently completed to serve the greatly expanding population of the City of Saint Clair Shores in suburban Detroit. Another building to serve the same district is currently under construction.

This building contains twelve classrooms, together with activities, kindergarten and multi-purpose room. Offices, adequate storage space and teachers' rooms are provided.

All classrooms have exposed walls of light weight concrete aggregate materials with acoustical ceilings. Light directional type of glass block has been used throughout to provide eye comfort.

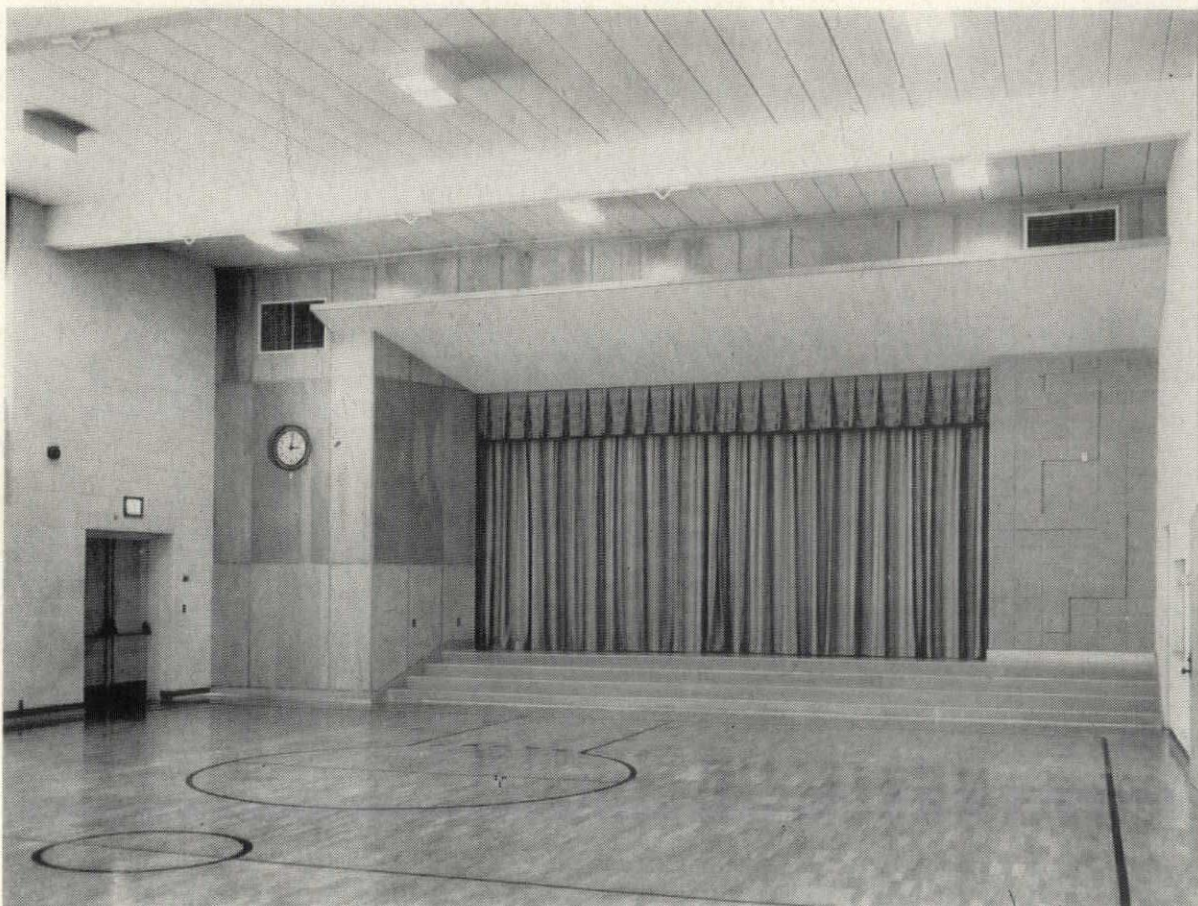
The building contains all modern school facilities and equipment.

PHOTOS BY WILLIAM E. BRADLEY, DETROIT

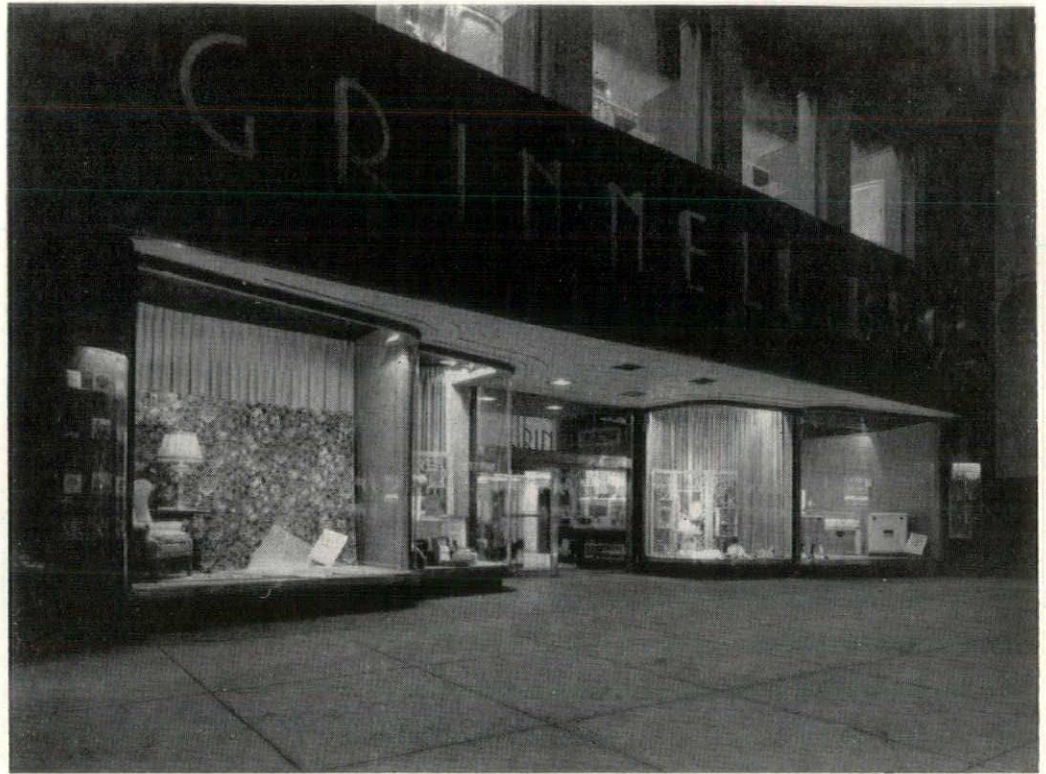


FIRST FLOOR PLAN

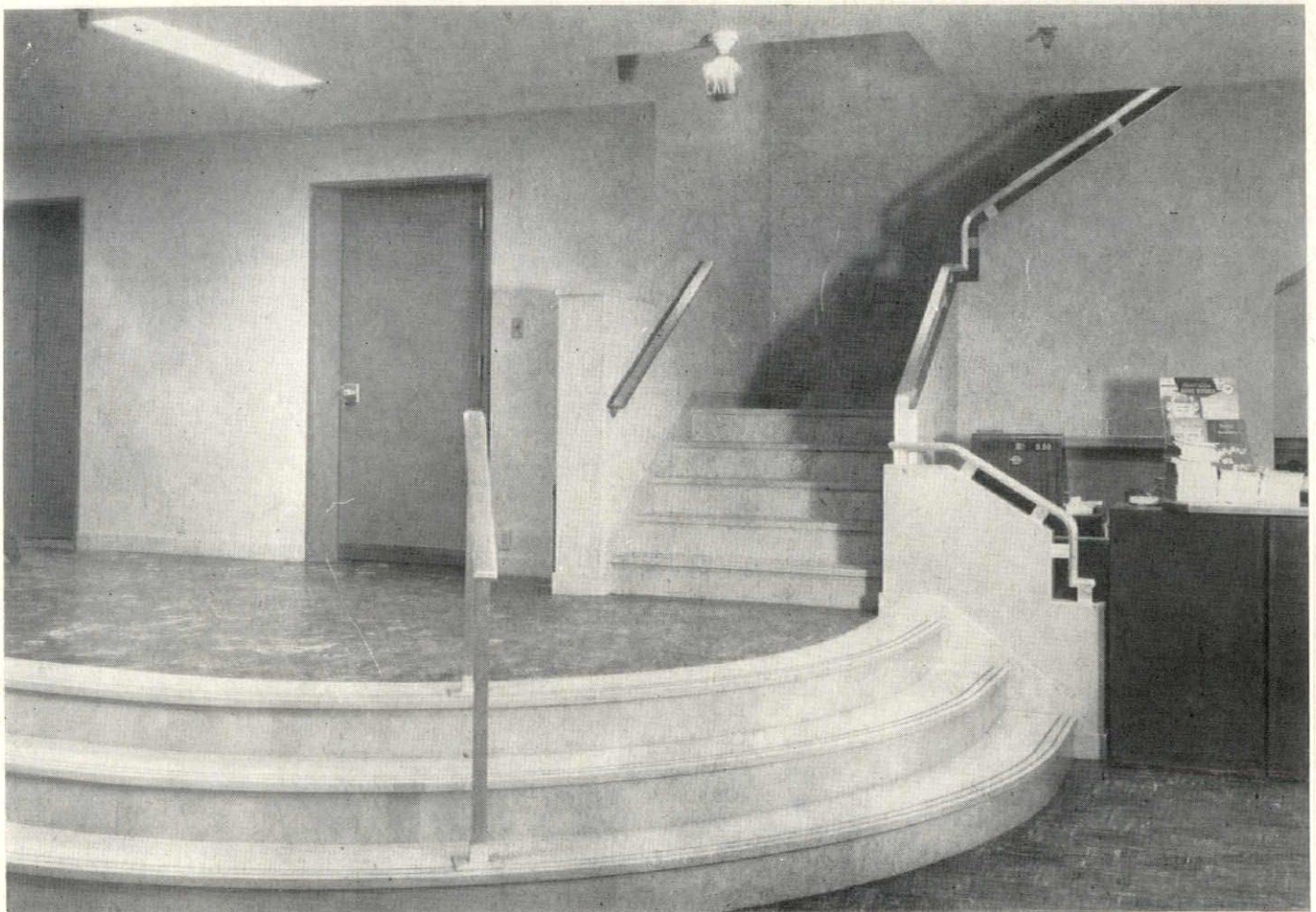
SAINT CLAIR SHORES, MICHIGAN



BELOW:
BASEMENT STAIRWAY
APPROACH



GRINNELL BROTHERS STORE



DETROIT, MICHIGAN

PHOTOS BY COBURN-BRADLEY, DETROIT



The building constructed for Grinnell Brothers was one of the first concrete structures in Detroit. The system was then known as the Kahn System of Reinforcement, and preceded by a score of years the design of concrete structures.

The work of this alteration was a difficult engineering problem. Inasmuch as the floor dimension of the original building was only 60 feet on Woodward Avenue, during the course of construction it was necessary that the store be maintained in full operation in all departments. The most important phase of the alteration was the removal of first floor columns and the shoring up of the entire main facade preparatory to the placement of the new cantilever girders and columns.

During the course of construction it was discovered that bases of structural steel columns had deteriorated to such an extent that entire new column bases and column reinforcement was necessary throughout the entire structure.

Three additional stories were added above the roof to house an elevator penthouse, storage room and main telephone switchboard area.

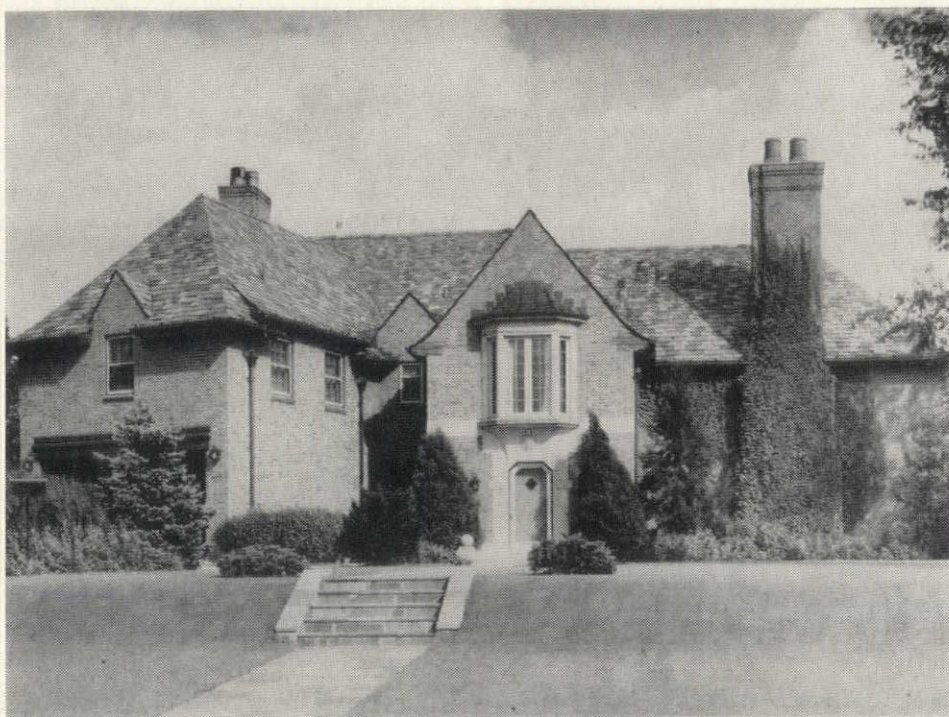
The main facade of the building for its first two stories is Ebony granite with structural steel trim. The show windows are a departure from the conventional, and because of their size required special lighting.

Complete new mechanical systems were installed.

FRANK CHRISTOPHER COOK RESIDENCE, FAIRWAY DRIVE, DETROIT, MICHIGAN

This residence is of the traditional type, and throughout the years has grown more livable.

An unusual circumstance of this building is the fact that the area below the property was underlain with a bed of quicksand, necessitating a foundation of non-conventional design.



R. W. TEBBS PHOTO, PLAINVIEW, N. J.

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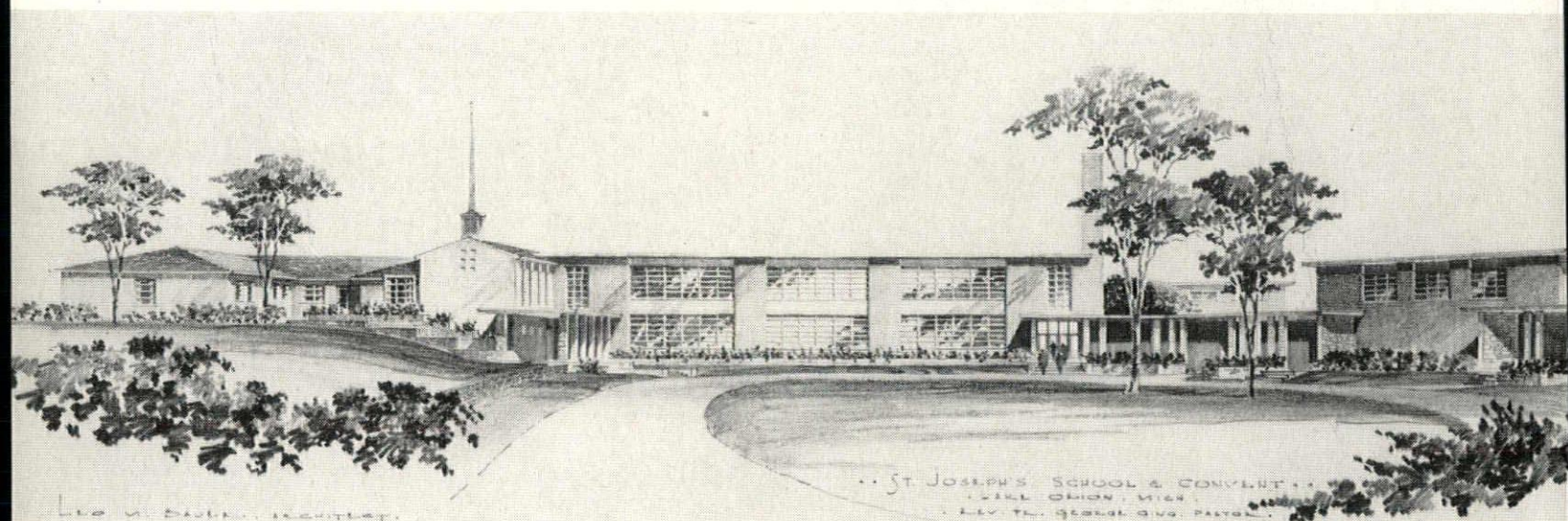
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ARCHITECT ARTHUR H. MESSING, A.I.A., was the speaker at a meeting of the Junior Section of The Engineering Society of Detroit at ESD headquarters in the Rackham building, Detroit, January 23 at 8:00 p.m.

In speaking on "Your New Home," the architect Messing gave pointers on what to look for in buying a house. Information on such matters as location, style, and size as they affect the \$10,000 and \$20,000 house was given.

Messing, who has designed many houses in the Detroit area, was graduated from the University of Michigan, College of Architecture and Design in 1935. He began his professional career in the offices of such Detroit architects as Albert Kahn; Smith, Hinchman & Grylls; Saarinen & Saarinen; Ralph R. Calder, and H. E. Beyster & Associates. At present he is associate member of the Beyster organization and project director for the firm.

* * *

Former Michigan Architect, **WILLIAM H. REID, JR., A.I.A.**, has recently established his offices at 938 Lafayette St., Denver, Col., where he will carry on a general practice of architecture.

Reid received his B.S. in architecture from the University of Michigan, where he was a member of Delta Phi fraternity. He is past president of Rotary Club, city council and Chamber of Commerce in Billings, Mont., a member of the Michigan Society of Architects and The American Institute of Architects.

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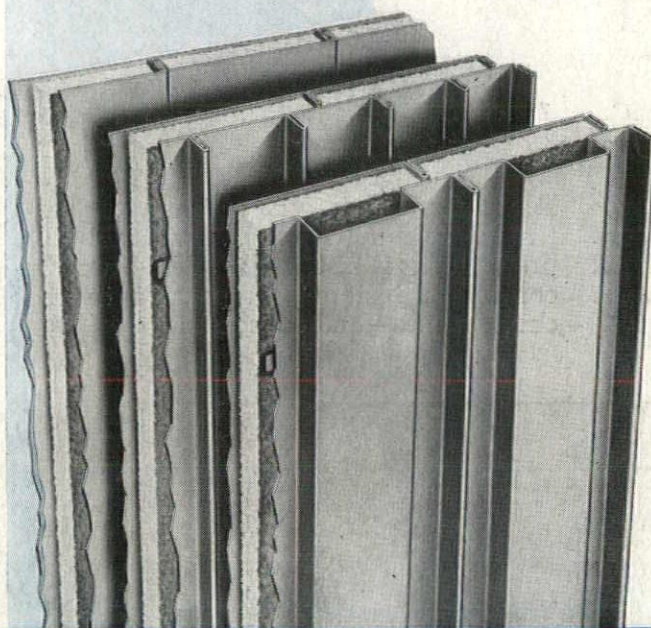
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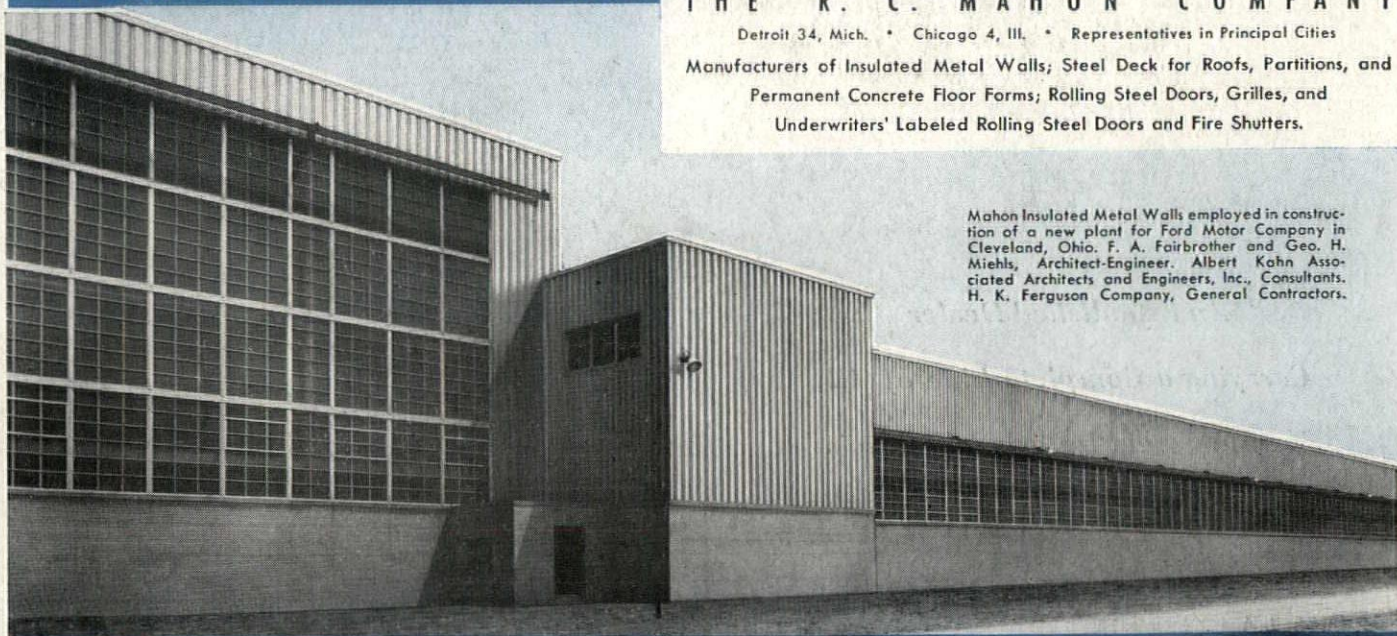
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